PRICE 15 CENTS

BROADCASTING

Broadcast Advertising

Hmm-m, let me see . . .

WOR covers 16 cities.

The cities include such war arsenals as—
Camden, Trenton, Paterson, Jersey City . . .

301,012 people in Jersey City! Quite an assortment of mouths to fill, backs to be clothed, and so forth.

Rochester? Rochester, N. Y., you mean? No, WOR doesn't cover Rochester.

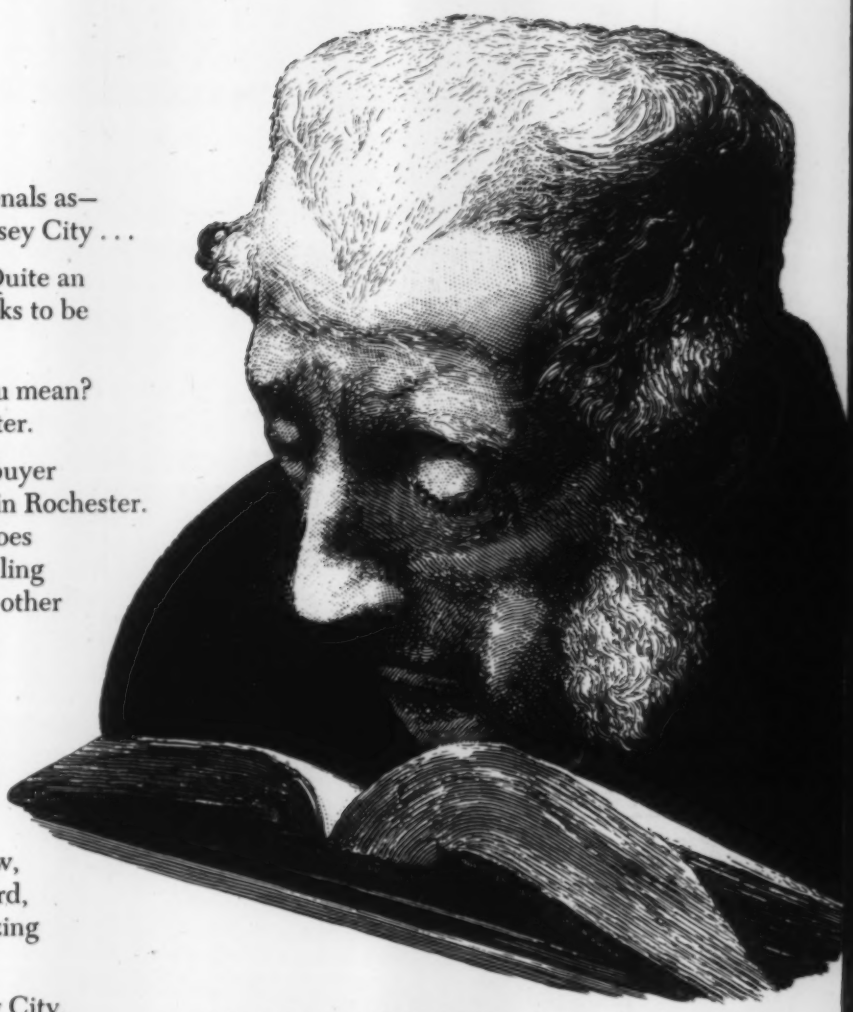
Yes, I read that letter from the buyer at National Clothing Company in Rochester. Yes, interesting what he says. Goes something like, "We are now selling more Gotham Hosiery than any other brand of rayon hose we carry." Doesn't it?

Yes, I know. Gotham used "Pegeen Prefers" on WOR. First time it had used radio and the only station it used.

Buy WOR? Why, my dear fellow, who wouldn't! The station's weird, that's what! Does the most amazing things for so little.

But, tell me . . . outside of Jersey City, Camden, etc., WOR covers New Haven, doesn't it? And Hartford and Bridgeport and Wilmington and many other places? I mean, even though it does sell in Albany, Rochester and even Boston.

Marvelous station that WOR!



—that power-full station,

WOR

1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

RESULTS

14,444 LETTERS

A candy manufacturer, advertising on WLS, offered a billfold for 20c and proof of purchase. He received 14,444 replies in seven weeks! The schedule was *daytime* announcements only, run at varied times, seven days a week. Part of the time two other advertisers were offering similar premiums on the station — successful for them, too! The way people in Midwest America have responded to these offers shows they have money to spend... and proves again they listen and respond to WLS!

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

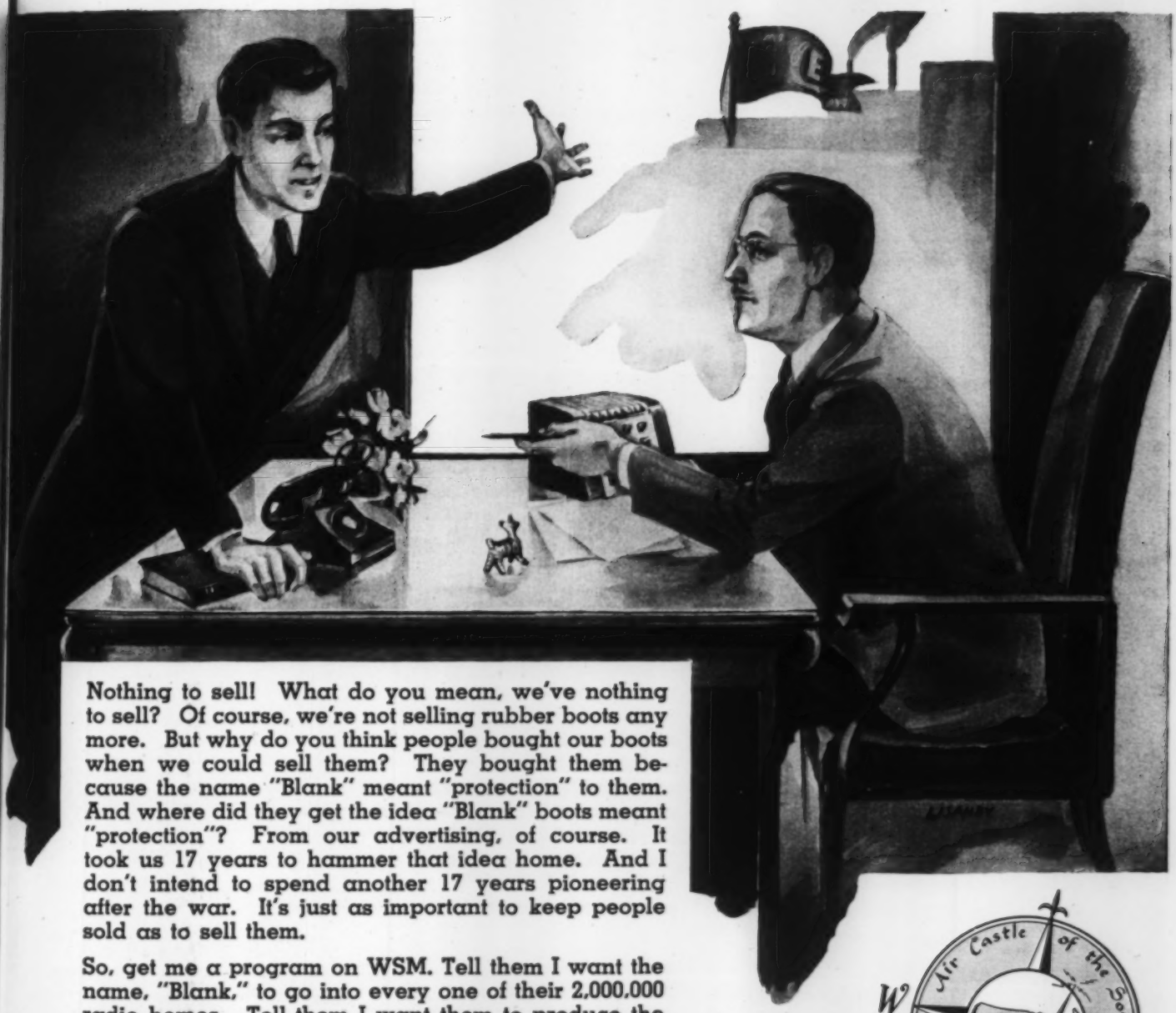
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

"BUT J.P. WE'VE NOTHING TO SELL!"



Nothing to sell! What do you mean, we've nothing to sell? Of course, we're not selling rubber boots any more. But why do you think people bought our boots when we could sell them? They bought them because the name "Blank" meant "protection" to them. And where did they get the idea "Blank" boots meant "protection"? From our advertising, of course. It took us 17 years to hammer that idea home. And I don't intend to spend another 17 years pioneering after the war. It's just as important to keep people sold as to sell them.

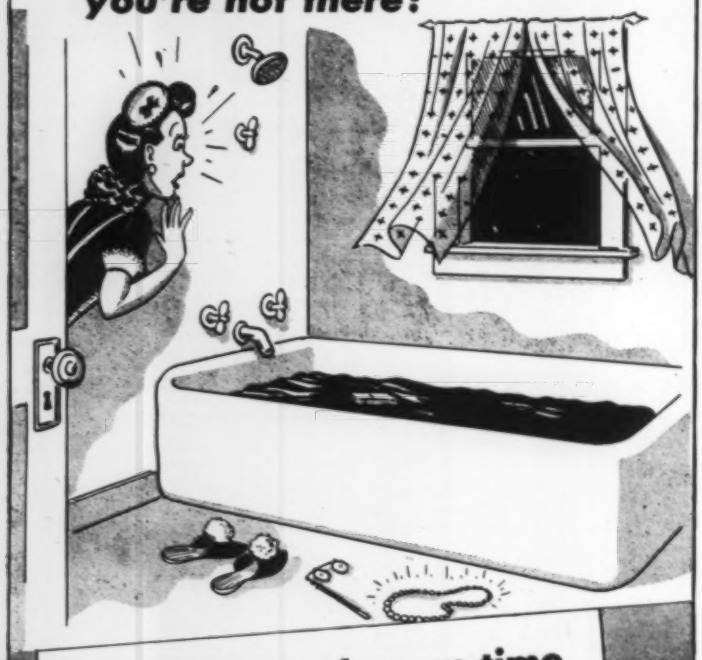
So, get me a program on WSM. Tell them I want the name, "Blank," to go into every one of their 2,000,000 radio homes. Tell them I want them to produce the show. They're producing seven network programs including the famous Grand Ole Opry, so I guess they know what they're doing. Now get out of here. I'm busy with this war contract. Nothing to sell! Bah!

HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Why, Mrs. dePuysterpiddle, you're not there!



She's gone to buy up time on station KFAB . . .

Time buyers everywhere know KFAB as a station that gets fast, profitable RESULTS. That's why they go into action — *fast* — when they get a chance to grab a choice spot on this station that has the undivided ear of farm and small town listeners who are enjoying a peak spendable income.

They know from long experience that their client will be tickled pink with the broad, immediate ACTION that KFAB gets all through Nebraska and neighboring states.

Speak up now for some of the time still available on KFAB. Then sit back and confidently expect the speedy, low-cost results that make life worth living.

ED PETRY CO NAT'L REPR

KFAB

LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 6 FEBRUARY 8, 194

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

FOR THE MAN WHO THINKS TWICE..

WOL IS FIRST!

IN THE NATION'S CAPITAL

However you choose a station—on name—on results—on recommendation—careful thought will prove WOL to be your wisest choice!

WASHINGTON'S ONLY 24 HOUR STATION

WOL Audience Leads Nation in Family Income

Get the Facts from WOL ● Washington, D. C. ● Affiliated with Mutual Broadcasting System ● Spot Sales, Inc. ● National Representative ● New York, Chicago, San Francisco

WOV....for *Victory*

One of America's
IMPORTANT
Radio Stations

The four-page article in the current issue of Click Magazine tells the absorbing story of WOV and the job it is doing selling Democracy to New York's two million Italo-Americans.

It's this kind of public service that makes WOV one of America's *important* radio stations.

WOV.... FOR VICTORY

National Representatives: Joseph Hershey McGillvra

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

"Talk pretty, please—for BROMO-SELTZER!"

Since 'way back in September, the Bromo-Seltzer *Talking Train* has been a consistent star performer in the famous Emerson Drug Co. "Vox Pop" show (in which Parks Johnson and Warren Hull have been wowing both the general public and army camp audiences all over the nation).

As a matter of fact this loquacious locomotive immediately became so popular that it was also put on Bromo-Seltzer's *Ellery Queen* show!

So Sonovox scores again! Now to millions of people the familiar chuff of *any* locomotive says "Bromo-Seltzer"—*any* distant whistle says "Fight headaches three ways!" . . . What name or slogan do *you* want dramatized in sound? Let us know—and we'll do the rest!

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

SONOVOX CAMPAIGNS

- Allied Mills, Inc. (*Wayne Feeds*)
- American Chicle Co. (*Black Jack Gum*)
- American Industries Salvage Committee (*Steel Scrap Drive*)
- Bismarck Hotel Co.
- Buick Motors Division of General Motors Sales Corp.
- Chicago, Milwaukee, St. Paul and Pacific R. R.
- Chick Bed Company (*Chick Bed Litter*)
- Colgate-Palmolive Peet Company (*Vel, Palmolive*)
- Emerson Drug Company (*Bromo-Seltzer*)
- Christian Feigenspan Brewing Company (*Feigenspan and Dobler P.O.N. Beers and Ales*)
- Feltman-Curme Shoes
- Forum Cafeterias of America
- Grocery Store Products Sales Co., Inc. (*Fould's Macaroni Products*)
- Chr. Hansen Laboratory, Inc. (*Junket Quick Fudge Mix*)
- Andrew Jergens Co. (*Woodbury's Products*)
- Lever Brothers Co. (*Lifebuoy Soap*)
- Naval Aviation Selection Board
- Navy Seabees (*U. S. Navy, Construction Battalions*)
- Pan American Coffee Bureau
- Purity Bakeries Corp. (*Taystee Bread, Grennan Cakes*)
- Alvino Rey and his Orchestra (*in all broadcasts*)
- Shell Oil Company
- U. S. Treasury Dept.
- Velie-Ryan, Inc. (*Nesbitt's California Orange Drink*)

CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 247 Park Ave., Plaza 5-4131 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 6 WASHINGTON, D. C., FEBRUARY 8, 1943 $5.00 A YEAR—15c A COPY

Net Time Sales Hit $191,000,000 in 1942

6.1% Gain Over Previous Year Shown; Gross Time Sales $254,800,000

IN THE FACE of wartime dislocations which affected all business, broadcast advertising volume rode through 1942 to a new high of $191,000,000 in *net time* sales—6.1% ahead of the 1941 peak.

Gross time sales, the "quick figure" comparison with the volume of other media, reached $254,800,000, or an increase of 7.2% ahead of the preceding year. This figure represented the one-time rate of stations and networks multiplied by the number of times the medium was used, without regard to frequency discount or sales expense.

These figures are based upon estimates made by BROADCASTING to be released in its *1943 Yearbook* number, now on the presses, with distribution to start within a fortnight.

Only Medium Unscathed

These preliminary data reveal that radio was the only medium to come through the first year of the war comparatively unscathed with regard to its economic position. All other media, according to best available records, have experienced losses during the year.

The $191,000,000 *net time* sales figure (*gross billings* less frequency and promotional discounts) constitute the gross receipts of the industry from the sale of time. While the dollar volume in *net time* sales increased in all classifications, the percentage increase was greatest in the national field. Local volume increased dollar-wise slightly, but it showed a percentage decline of 1.6%. All other categories showed percentage increases.

While radio in 1942 did not maintain its past ratio of increase, it nevertheless was the only medium to show an overall increase. In 1941, *gross time* sales were 14.2% ahead of the preceding year and *net time* sales 13.2%, as against 7.2% and 6.1%, respectively, for 1942.

Total Near $200,000,000

Newspaper advertising lineage, according to the analysis, decreased about 5% compared to 1941, with the heaviest decline occurring in automotive advertising, which was cut by more than half. General advertising as a whole, however, gained about 1%. Monthly magazine volume dropped 10% as compared to 1941, advertising in women's magazines decreased about 5%, while advertising in weekly magazines fell off 1½%. Outdoor advertising dropped approximately 18%.

Since in recent years *net time* sales have accounted for approximately 92% of radio's revenues, it is probable that total receipts of the industry from operations in 1942 were in the neighborhood of $199,000,000. Receipts from the sale of talent and miscellaneous income are difficult to estimate. These receipts do not include direct expenditures for program and talent—as compared with expenditures for time—made by advertisers. Such disbursements probably run in the neighborhood of $40,000 to $45,000 annually, bringing the total expenditures for American radio program service in 1942 to between $230,000,000 and $235,000,000.

Gross Billing Breakdown

With estimated *gross billings* of $254,800,000, the national networks accounted for $118,200,000. National and regional non-network (spot) business totalled $69,500,000, according to the estimates, with local business aggregating $63,800,000. Regional networks accounted for the residue of $3,300,000.

It should be emphasized that *gross billing* is in fact a fictitious figure based, as it is, on one-time rates. It is the only figure comparable to volume of other media, for the purposes of making comparisons and establishing trends as to the use of radio by various classes of industry and trade. Due to the large variations in discount structures between media—and even within the radio field itself—it usally is impossible to secure adequate *net time* and space sales figures. Consequently, *gross billings* represent the one-time rate of periodicals or stations and networks multiplied by the number of times the medium is used. Obviously, therefore, no advertising medium ever receives its gross billngs as dollar receipts; and it is inaccurate to use such figures as a final measure of advertising volume. Nevertheless, they are the best figures available.

Net Business Leads

The analysis for 1942 revenues is based on a formula successfully used by BROADCASTING since it began compilation of Yearbook statistics in 1935. In the past, Dr. Herman S. Hettinger, associate professor of marketing, U of Pennsylvania, has served as BROADCASTING'S consulting economist in the preparation of the annual analysis. This year, however, Dr. Hettinger, because of his Government work with the Office of War Information, was not available for the assignment, but the methods employed by him since 1935, and which have shown a remarkable degree of accuracy, were used in projecting this analysis.

Despite the 6.1% increase in *net time* sales over 1941, it is evident, because of taxes, manpower, overhead and other factors, that the industry will show no substantial improvement in net profits. These figures, however, will not be available for several months or until the FCC completes its annual analysis of financial returns from stations and networks, questionnaires on which currently are being dispatched.

Of the $191,000,000 *net time* sales aggregate, $86,500,000, or

(*Continued on page 46*)

Willard D. Egolf Is Appointed To New NAB Executive Post

AFTER SEVERAL months of consideration, NAB President Neville Miller last Friday announced appointment of Willard D. Egolf, for the last decade commercial manager of KVOO, Tulsa, to the NAB executive staff in charge of public and industry relations. He succeeds Lt. Col. E. M. Kirby, chief of the Army's Radio Branch as public relations director but will have additional duties.

Expansion Authorized

Appointment of the Oklahoman to the newly created post was made following consideration of a number of candidates by a committee of the NAB board named by President Miller. The committee comprised Edgar L. Bill, WMBD, Peoria; Eugene O'Fallon, KFEL, Denver, and James W. Woodruff Jr., WRBL, Columbus, Ga.

Mr. Egolf, active in industry and trade association affairs and currently a vice-president of the Advertising Federation of America, will report for duty about March 1. He will organize a staff to carry on the public and industry relations functions, probably to include a publicity-promotion aide and a research assistant. The post of public relations director has been vacant since Col. Kirby joined the War Department early in 1941. The NAB board authorized the enlarged post about a year ago, based

MR. EGOLF

(*Continued on page 42*)

Elmer Davis Plans Air Series As 'War Voice' On All Networks

ELMER DAVIS, director of the Office of War Information, announced last week his intention to take the air in a weekly 15-minute period of comment as the war voice of the Government.

Under plans announced last Friday, the weekly radio roundup of war information will be broadcast by Mr. Davis on Friday evenings at 10:45 EWT, over NBC, CBS and BLUE. It will be rebroadcast by Mutual at 4 p.m. Saturday afternoons for the benefit of night shift workers and others unable to hear the broadcast Friday nights.

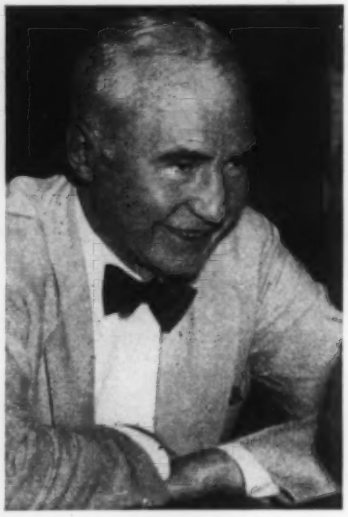
Time Cleared

The commencement date, OWI said, would be announced shortly. Since the networks already have cleared the time, it was thought likely the series might be launched this week. Originally, a simultaneous broadcast over all four networks was sought, but Mutual was unable to clear for the Friday night period.

Mr. Davis has made it clear that his broadcast will be a weekly roundup "intended to place developments in perspective" and give the country a complete understanding of what is done and the reasons behind various Governmental actions. Furthermore he has emphasized he does not intend to compete with commentators in any way and will not use news which has not already been released.

In the role of regular commentator, Mr. Davis will assume a position which he relinquished in mid-June, 1942 when he resigned as a CBS news analyst to assume his governmental post. Since that time he has not been on the air regularly.

The combined facilities of the four networks have been used only once before for a regular program series. In early 1941, *This Is War* produced by Norman Corwin was aired for 13 weeks on a four-net basis.



MR. DAVIS

MORTON SALT Co., Chicago (table salt) is preparing a four-week campaign announcements on 140 stations to start Feb. 15. Agency is J. Walter Thompson Co., Chicago.

OWI Post Unfilled

WITH the resignation of Archibald MacLeish, assistant director of the Office of War Information, to devote his full time to the post of Librarian of Congress, one major position disappears from the organization's administrative structure. Mr. MacLeish originally came into the picture through his position as head of the Office of Facts & Figures and joined OWI when his agency was taken over. Another vacancy which was created when William B. Lewis resigned as chief of the radio bureau to become assistant director of the domestic branch, has yet to be filled. Several names are under consideration but no decision has been reached as to the person to be named for the position.

Bill Bailey Appointed To News Editor Post

J. N. (Bill) BAILEY, who resigned Jan. 30 as news editor of the War Dept. Radio Branch, has joined the Washington headquarters staff of BROADCASTING as news editor. He will function in the news department under J. Frank Beatty, managing editor.

Mr. Bailey had joined the War Dept. in July 1941 after several years with Crosley Corp., Cincinnati, where he had been continuity writer-producer, publicity director, and then news editor of WLW-WSAI. Born June 13, 1901, at Winchester, Ind., he began his newspaper career on the *Coffeyville* (Kan.) *Morning News*, later working on a number of metropolitan newspapers. He is married and has three children.

Lockheed Guests

FIRST GUEST to appear on *Ceiling Unlimited*, CBS series sponsored by Lockheed & Vega Aircraft Corp., will be Ronald Colman, who will be heard Feb. 8 describing the emotions of a pilot in a dive bomber. Policy of presenting guest talent each week was adopted by the sponsor following the withdrawal from the show of Orson Welles, formerly narrator-writer-producer of the series [BROADCASTING, Feb. 1.]

Food Industry Approves Plans To Aid Government Program

THE WEIGHT of the food industry's $100,000,000 annual promotion budget will be thrown behind the Government's six-point food rationing and production campaign under plans finally worked out last week by the affected Government agencies with leading food producers.

The first important step in evolving a coordinated campaign, which will see leading brand-name manufacturers devote much of their time and space to the war effort, was evolved at a meeting at the Waldorf-Astoria in New York last Thursday of a score of representatives of the industry and Government agencies.

Six Goals for Year

Participating were representatives of the Grocery Manufacturers of America, largest trade entity in the food field, OWI, The Advertising Council, OPA, Department of Agriculture, Nutrition Division of the Office of Defense Health & Welfare Services, and of the War Manpower Commission,. Presiding was John Murphy, assistant to the president of GMA.

The six major drives cover 1943 farm product goals, victory gardens, point rationing, nutrition and food conservation, recruiting of agricultural labor, and particularly the problem of parttime employes during harvest periods, and an explanation of the overall food situation, i.e., why shortages exist during periods of peak food production.

Dr. Herman S. Hettihger, associate professor of marketing of the U of Pennsylvania and a foremost radio economist, has been designated campaign manager of the food drives by OWI. He has been working on preliminaries for several weeks, under Gardner Cowles Jr., assistant director of OWI in charge of domestic operations.

Campaign books prepared by OWI have been sent by GMA to its entire membership, emphasizing the war theme. About 500 advertising agencies, handling the accounts of the GMA membership, also have been circularized with the likelihood that a general meeting launching the campaign will be held shortly.

The campaign is one of voluntary advertising cooperation. No Government budget is contemplated. It is estimated that the concerns represented by GMA, including the biggest manufacturers, processers and distributors in the country, spend about $100,000,000 a year in advertising billing, a substantial portion of which goes to radio.

It is presumed that point rationing, scheduled to become initially effective March 1, will be the object of the first campaign, and that radio will figure prominently in this effort. Because point rationing begins in less than a month, it was indicated that radio will be called upon to do a rush job, as it has done on several other occasions since the war started.

WJWC OPERATIONS ENDED ON FEB.

WJWC, Chicago-Hammond, officially went off the air Sunday morning, Feb. 7, at 12:30 a.m. The station which operated on 1520 kc with 5,000 watts on Jan. 28 through John W. Clarke, principal stockholder, notified the FCC of intention to surrender its license and discontinue operation [BROADCASTING, Feb. 1].

War conditions restricting materials for remedying insufficient coverage and resulting operation loss were advanced as the reason for quitting. Most of the 38 employes, according to General Manager William Cline, have been placed in positions with other stations. Although the equipment has been offered to the Government physical facilities had not been disposed of by last weekend. Station has a 5 kw. Western Electric transmitter, five directional towers along with standard equipment and rectifier tubes, etc.

The Hammond Calumet Broadcasting Corp., corporate licensee of the station, will remain alive, according to Mr. Clarke, for the time being. "After the war is won," he said, "we may apply for a license to render a public service in the Chicago area." Stockholders of the corporation are, in addition to Mr. Clarke, Dr. George F. Courrier, minister of Elgin, Ill.; Marshall Field 3rd, owner of *Chicago Sun* and Doris Keane, wife of Bill Irwin, radio editor of *Chicago Times*.

SHORTWAVE OUTLET READY TO OPERATE

FIRST of the new Government shortwave stations in its 22-station program for additional high-powered units to be used in psychological warfare has been completed and awaits approval of the FCC before going on the air. Operated by Associated Broadcasters Inc., San Francisco, the new unit, with call letters not yet assigned, will be a sister station to KWID, operated by Wesley Dumm, owner of KSFO, standard broadcast station in San Francisco.

It is expected that a second new transmitter, also designed to serve the Pacific and Far Eastern areas, will be completed soon and licensed to the General Electric Co. which owns KGEI, near Belmont, Cal. The 22 new stations decided upon by the Government last fall are in addition to the 14 existing ones which were leased for operation under direction of the OWI.

Although Associated Broadcasters applied for specific frequencies on share time basis, the new Government policy is to specify frequencies to be used on a staggered schedule for the most effective beaming to selected areas and also for best engineering results.

It is hoped that construction of remaining transmitters will be completed by the end of this year according to Roy C. Corderman, Assistant Chief of the Bureau of Communication Facilities, of the OWI. The manufacturing schedule has been integrated so as not to interfere with military production.

House May Slash FCC Appropriation

Rep. Cox Prepares Stem to Stern Inquiry

A SLASH in FCC appropriations for the oncoming fiscal year may be the first manifestation of the obviously hostile attitude of the House toward the FCC.

With the Independent Offices Appropriations bill due to be reported this week, carrying the FCC's appropriation, Congressional observers thought that a fight might be made either in the Committee of the Whole or on the floor to cut the appropriation. The President's budget message last month recommended $8,089,000 for the FCC, all save $2,000,000 of which would be for war or national defense activities. Whether the Appropriations Committee will approve this recommendation will not be known until the measure is reported.

Committee Approved

Meanwhile, Rep. Cox (D-Ga.) has plunged into the task of organizing an expert staff for his select committee of five to investigate the FCC from stem to stern. Making haste slowly, Rep. Cox declared that the committee has several names under consideration for appointment as chief counsel but that no announcement would be made until top men had been selected for both the legal and investigation staff. An initial fund of $60,000 to launch the investigation has been requested, and Judge Cox said the House Accounts Committee probably would report favorably on the request this week. Judge Cox has not altered his plans to get the inquiry underway by mid-March.

Meanwhile, there were other developments on the Hill regarded as sympomatic of things to come in connection with functioning of Government agencies. The House Rules Committee, of which Judge Cox is ranking majority member, last Wednesday reported favorably a resolution to set up a committee of five members to investigate any agency of Government.

Introduced by Rep. Howard Smith (D-Va.) the bill empowers the committee to receive complaints against Government agencies which are acting "beyond scope of power granted by Congress". Because, insofar as the FCC is concerned, the same ground will be covered by the Cox Committee, it is expected that the proposed Smith Committee would cover other agencies of Government, probably following a course similar to that pursued in the last Congress by the Truman Committee in the Senate.

Of equal significance was the resolution (HRes-69) introduced Jan. 22 by Rep. Cannon (D-Mo.) to authorize the Committee on Appropriations, or a subcommittee, to study and examine the organization and operation of any executive departments or Government agencies with a view toward economies in operation. This measure promptly was reported favorably by the Rules Committee last Monday. Since it is consistent with the economy temperament of the new Congress, it is expected the measure shortly will pass the House.

It was learned last week that members of the House Appropriations Subcommittee handling the Independent Offices Bill already have inquired into the FCC's war activities, looking toward economies. Also tying into the efforts to curb Governwent spending are the functions of the Byrd Committee in the Senate and the Ramspeck Committee of the House, which already are looking into overstaffing of Government agencies. These committees have not yet covered the smaller commisisons and bureaus, such as the FCC, though the preliminary studies already have been undertaken.

There were other activities bearing on FCC operations and personnel on Capitol Hill, while the FCC itself concluded hearings involving the application for renewal of license of WALB, Albany, Ga. The feud between Rep. Cox and FCC Chairman James Lawrence Fly in some measure has stemmed from FCC efforts to implicate the Georgia Representative with improper legal representation of WALB in proceedings before the FCC. A $2,500 transaction, involving payment to Judge Cox by the Albany Herald Publishing Co., licensee of the station, has figured prominently in these proceedings, which have reached white heat on several occations.

Checks Questioned

The name of Rep. Cox was linked to WALB at the FCC renewal proceeding last week as "Washington representative" for the station. Despite the objection of Delacey Allen, station lawyer, FCC Counsel Marcus Cohn was allowed to introduce two checks and a bank statement which purported to disclose how Mr. Cox came to own 25 shares of the station's stock.

The checks introduced were for $2,500 each. One dated Aug. 18, 1941, was from the station to Rep. Cox while the second for the same amount was from the Congressman to the station dated Aug. 15, 1941. Rep. Cox's check covered payment for 25 shares of stock in the Albany-Herald Broadcasting Co. It was alleged by FCC counsel that both checks were deposited and cleared through the same bank on Aug. 30, 1941.

Other evidence presented purported to show that the station had granted power of attorney to Hugh C. McCarthy, then Mr. Cox's secretary, to represent the station before the FCC at a hearing for application for a new station in Tampa.

In a report presented in testimony it was shown that a bill had been presented by Mr. McCarthy for "approximately $240" which was not paid since "services provided had already been covered under an arrangement with Cox". Furthermore, Mr. Cox, the report cited, understood that Mr. McCarthy would not be paid since he was an employe of the Congressman.

The hearings, a resumption of proceedings begun a year ago, lasted for three days. John W. Crouch, CPA for the station, was questioned regarding actual ownership of WALB.

Lt. Charles Russell Rowell, former FCC employe who had "investigated" the WALB affair, was also put on the stand during Monday's session to identify various documents which were presented in evidence, including the checks

(*Continued on page 44*)

Daylight Saving Controversy May Bring Presidential Action

PRESIDENTIAL ACTION in the daylight saving problem which threatens to disrupt the nation's war production program was seen by some Washington observers last week, should the move of individual States to abolish Wartime gain momentum.

Opinion was expressed in some quarters that in war the President has emergency powers to override any State's action which might impede victory. Mr. Roosevelt has followed a course of state autonomy and legislation by Congress, although it was pointed out that on some occasions he has used his executive powers when he felt it necessary to expedite certain actions.

WPB Opposes Change

Basically, the Federal Government has jurisdiction over interstate commerce. Any state legislation which would result in interference with the movement of such commerce would be interpreted, legal authorities generally agree, as unconstitutional.

Meantime the War Production Board entered the daylight saving controversy last week. Chairman Donald M. Nelson, in a statement following conferences with delegations from Ohio and Michigan, who sought to abolish daylight saving in their own states, declared that "to abandon Wartime would result in confusion and would bring about an increase in power requirements".

In a letter to Sen. Ferguson (R-Mich.) Mr. Nelson took the position that "any change in the present Wartime Statute would result in serious detriment to war production, that the enactment of state legislation by the Legislature of Michigan would have the same detrimental effect."

Mr. Nelson said he would not oppose Interstate Commerce Commission action if the ICC, after investigation, transfers Michigan from the Eastern Zone to the Central Time Zone. He pointed out to Sen. Ferguson that his attitude "with respect to state legislation or amendment of the Wartime Statute is in accord with the views expressed . . . by the Chairman of the Federal Power Commission and the Director of the Office of Defense Transportation."

Explaining that under Wartime, Michigan alone had effected an annual saving in energy production of 115 million kw. hours, the WPB chairman said that alone amounted to about 10% of total national saving brought about under Wartime. "Because of the enormous contribution being made by Michigan industry to the production of War materials, this saving is obviously a vital factor in the war against our enemies and any action which operates to the detriment of this saving is obviously a matter of grave concern to the nation in these times," said Mr. Nelson's letter.

A table showing savings effected by Ohio industries under Wartime reveals a total annual conservation in energy production of 100,000,000 kw. hours.

Since Georgia set its clocks back an hour [BROADCASTING, Feb. 1] by passing legislation placing that State in the Central Time Zone, a movement has grown to return some sections of the country to what, in effect, is normal time.

Broadcasters are watching developments with keen interest, for no industry knows the headaches of time differential like radio. Before the Wartime Statute was passed broadcasters were confronted with complete program schedule changes each April and September, when time changes were made in some regions.

With radio a vital factor on the home front [BROADCASTING, Jan. 25], there are those who feel that a disruption in universal time would do more than interfere with war production. It would hamper radio's important job in reaching the maximum audiences with Government messages.

Procurement of Tubes, Parts Expedited by New WPB Order

Replacement Without Washington Aid Possible Under Higher Priority Ratings; Red Tape Cut

MOVING to cut red tape and reduce paper work in the administration of P-133, radio maintenance and repair order, WPB last week boosted the priority rating of the order to enable stations to obtain parts and tubes without assistance from Washington.

The improved rating of P-133 was interpreted as part of the Radio Division's program to maintain as near normal operation of the radio industry as possible. Along this line, it was revealed by Frank H. McIntosh, chief of domestic and foreign broadcasting, that WPB's program to insure vacuum tubes for receiving sets was well under way, with a production estimated at 8 to 11 million anticipated for the first quarter of 1943.

Order Amended

Change in maintainance order P-133 was brought about by amending the original order adopted Oct. 5, 1942, raising priority value from A-1-j to AA-2X and at the same time extending P-133 to include recording equipment and recording discs.

Until now, stations have obtained parts by certifying the A-1-j rating on sales slips. However, this priority was inadequate when scarce parts were needed. Stations then had to seek emergency preference ratings from Washington by filing complicated PD-1X forms.

With the new AA-2X rating, WPB officials are hoping that the need for PD-1X forms will virtually disappear, and that the rating AA-2X will be sufficient to provide all necessary parts.

The order requires stations to certify the AA-2X rating on sales slips, and to keep records of their purchases. Officials at the Radio Division emphasized that purchases must be for maintainance and repair only, and must not represent additions to equipment.

Plans for production of the receiver tubes had been under consideration of the Radio Division for almost three months. As proposed by Mr. McIntosh, the industry would undertake concentrated production of a selected list of fast-selling tube types.

After long negotiation with the vacuum tube advisory committee, Mr. McIntosh adopted a list of 117 tube types, sufficient to meet 90% of radio needs. Production has been allocated to various makers, and the scheduling is controlled in Washington [BROADCASTING, Nov. 30].

Mr. McIntosh has also been working on a standardized list of "Victory Model" replacement parts. Although this line has finally been worked out and approved by the American Standards Assn., he said production would probably not be attempted this quarter because of a relatively greater need for tubes, and because the replacement part situation has eased as a result of increased supplies of formerly scarce raw materials.

Chicago Games Sold

BROADCAST rights to the home games of the Chicago Cubs and White Sox for 1943 have again been sold to P. Lorillard Co., New York, for Old Golds on WGN, Chicago. The company will also sponsor this season's baseball games of the Brooklyn Dodgers with Red Barber again handling the play-by-play descriptions on WHN, New York. J. Walter Thompson Co., New York, is agency.

ONE SMILE from Howard Kohl (left), personnel head of J. Walter Thompson Co., saved Herbert A. Kent (right), president of P. Lorillard Co., N. Y., $1 for the guest appearance recently on the premiere of Sammy Kaye's CBS series for Old Gold cigarettes of Ed (Archie) Gardner of *Duffy's Tavern*, sponsored on the BLUE by Bristol-Myers Co. When Mr. Kent suggested that Mr. Gardner cut his fee, the performer, former J. Walter Thompson producer, quipped: "I'll work for $999 and one smile from Howard Kohl." The contract read "$999 and a smile."

Wesson Oil & Snowdrift Daytime Series to CBS

WESSON OIL & Snowdrift Sales Co., New Orleans, which has been using the NBC Pacific Coast network for the last several years with a program titled *Hawthorne House*, is entering the southern markets as well on March 1 when it starts a musical program starring Frank Crumit and Julia Sanderson on CBS. Stations, totalling about 40, are located in the South and on the West Coast, and will carry the series Monday through Friday, 3-3:15 p.m.

Products promoted will be Wesson salad oil and Snowdrift, with commercials stressing their use in various types of cooking. Agency is Kenyon & Eckhardt, New York. The team of Crumit and Sanderson is heard on CBS for Lewis-Howe Medicine Co.'s Saturday evening quiz program for Tums.

FDR Lauds Secrecy

RADIO and the press were commended last week by President Roosevelt for maintaining the secrecy which surrounded his trip to Africa for war conferences with Prime Minister Churchill. Virtually every radio and newspaper correspondent in Washington knew the President was gone on an important mission. The President said broadcasters and newspapers had lived up faithfully to the Office of Censorship request to keep secret the movements of the Commander-in-Chief and other ranking officials.

WPB Promotion Seen for McIntosh

Proposed Shuffle Would Expedite Civilian Radio Needs

PROMOTION of Frank H. McIntosh, civilian radio's representative in the WPB, to an assistant directorship in the Radio & Radar Division is expected shortly in a structural reorganization which is expected to insure additional protection for the maintenance needs of broadcasters.

Mr. McIntosh

Mr. McIntosh's advancement would come as part of a general reshuffling of the Division described by Ray C. Ellis, Radio & Radar chief, at the IRE convention in New York, Jan. 28 [BROADCASTING, Feb. 1].

Autonomous Groups

In explaining the new Radio & Radar setup, Mr. Ellis pointed out that civilian radio would be handled by an autonomous group, which would be charged with estimating minimum needs for the industry and stewarding production of these essentials.

Although civilian needs have been handled by a separate branch under Mr. McIntosh, jurisdictional "no man's lands" have interfered with operation of any program. As an assistant director, Mr. McIntosh would be able to deal more directly with production and scheduling officials within the Division, and to follow his program from planning board to distributors's shelves.

Under the new arrangement, war production would be in the hands of three groups, composed of existing Radio & Radar branches. These three groups are: Planning, to draw the program; Production, to see that critical parts are delivered to the right places at the right time; Resources, to make sure that equipment and facilities are adequate for the schedule. In addition, there would be three other groups: Engineering, to watch developmental work in laboratories; Field Section, which would attempt to cope with bottlenecks as they appear at production centers, and Mr McIntosh's Foreign & Domestic Radio Group.

First step toward the reorganization occurred two months ago when Frank S. Horning, then chief of priorities, set up the Field Section. Mr. Horning is expected to continue in his post, with a staff of about 40 men working from seven field offices.

The entire Radio & Radar Division will continue under Ray C. Ellis, who reports directly to Charles E. Wilson, WPB vice-chairman for the critical aircraft, shipping, rubber and radio programs.

Tentative personnel lineup places Sidney K. Wolf, present chief of the components branch, in charge of the Resources Group. Included on his staff would be Capt. William A. Gray, now chief of vacuum tubes branch; Myron E. Whitney, now chief of plant facilities & schedule branch; Milton J. Lowenstein, critical materials branch, and Elmer Crane.

Others Affected

Gerald Miller, now administrative assistant to Mr. Ellis, is scheduled for Program Group assignment. Frederick S. Boland, present chief of priorities, and W. H. Anderson are slated for the Production Group.

The Engineering Group probably will be under Marvin Hobbs, present chief of special electronic application, and radio & radar receiver and transmitter branches.

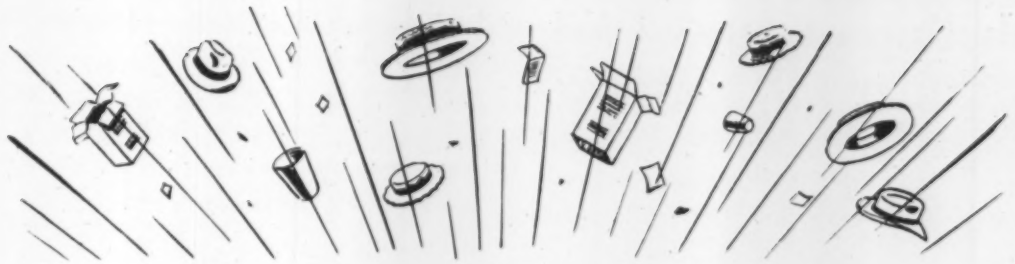
12.6 HOOPERATING IS WARTIME PEAK

HIGHEST LEVEL of listening to commercial network programs since the real start of the "shooting war" is reported in the C. E. Hooper National Program Ratings list of Jan. 30. The current rating of 12.6 is topped only in the eight-year Hooper record by average ratings reported early in 1940, during the Russian-Finnish combat, and when Hitler invaded Denmark and Norway.

With a rating of 40.9, the highest Hooper figure he has ever attained, Bob Hope heads the list of first 15 shows, followed by Fibber McGee & Molly, Edgar Bergen and Charlie McCarthy and Jack Benny. Others of the first 15 are: Aldrich Family, Mr. District Attorney, Frank Morgan-Fanny Brice, Radio Theatre, Kay Kyser, Rudy Vallee, Bing Crosby, Bandwagon, Fred Allen, Eddie Cantor, and Take It or Leave It. Mr. District Attorney and Kay Kyser reached their all-time high Hooperatings, with 28.2 and 24.5 respectively.

Red Skelton continues to lead the programs broadcast after 10:30 p.m. with a new Hooper high for his show—40.7.

PAUL SCHUBERT, MBS commentator sponsored by Benson & Hedges, New York, is writing a syndicated column for the *Des Moines Register & Tribune*.



WGN...the Nation's Top Station in SPORTS!

★

CONSIDER THIS RECORD IN 1942:

★ **WGN was the *only* Chicago station to carry the World's Series.**

★ **WGN was the *only* 50,000 watt Chicago station to broadcast major league baseball.**

★ **WGN was the *only* Chicago station to carry the National Professional Football Championship game.**

★ **WGN was the *only* Chicago station to carry the All-Star Football Game.**

★ **WGN was the *only* Chicago station to carry the World's Championship boxing bouts.**

★ **WGN was the *only* Chicago station to carry the Golden Gloves bouts.**

And besides these exclusive features, WGN daily offers a Sports Review that is miles ahead of similar programs. Packed with original ideas such as the WGN trophy to the most valuable basketball player of the Western Conference—selection of the "Team of the Year," "Player of the Year," "Coach of the Year," and the "Play of the Year"—all officially approved and recognized by the Western Conference—WGN's Sports Review at 6:15 P. M. not only reports the news but makes it.

WGN is truly the "Nation's Top Station in Sports"

A Clear Channel Station

50,000 Watts — *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*

Grade Labeling of 1943 Pack Required Under OPA Orders

Rep. Halleck Seeks Inquiry Into Regulations of WPB and OPA Covering Marketing Methods

GRADE LABELING, a marketing reform urged for many years by consumer groups, will be required on almost all packed fruits and vegetables of the 1943 crop, OPA announced last week in setting maximum prices on citrus fruits, first new food ready for canning.

Ruling was described by officials as "the best mechanical means of instituting equitable, effective, and enforceable price control." OPA said it was primarily intended to prevent reducing quality in order to avoid price ceilings. Grade labeling has been opposed in many quarters of the food industry as a possible prelude toward wiping out brand selling.

Halleck's Request

Opposition to further marketing regulations was expressed on the House floor Wednesday, when Rep. Halleck (R-Ind.) asked for an inquiry into the plans of WPB and OPA. Specifically, the Congressman asked that a committee determine whether these agencies were considering abolishing brand names, or standardizing and centralizing production, distribution and marketing.

Presenting a resolution calling for an inquiry by the House Interstate & Foreign Commerce Committee, Rep. Halleck said that Congress should know to what extent such plans were essential to the war effort. His resolution was referred to the Rules Committee.

In announcing the present regulations, OPA declared that the Government's only purpose was to protect the consumer by insuring "that she is getting what she is paying for."

Program requires canners to print on the label a statement of the quality of contents, in type at least as large as that used to declare net contents. Standards have been set by the Agriculture Marketing Administration, which will inspect the pack. Terminology permitted includes either the Government "A", "B", or "C", or common "Fancy", "Choice" or "Standard."

In offering his resolution for an inquiry into grade labeling plans, Rep. Halleck declared, "if we are going to have this sort of regulation here, we in Congress must demand that we know in detail what the program is and that our needs justify it."

He said there is much good in standardization but there can be great danger in the regimentation of standards." Misused, he said, they can destroy quality, create mediocrity, stifle competition, slow up progress, destroy initiative, help the shyster, eliminate brands as consumer guides and regiment production."

Turning to the defense of brand names, Rep. Halleck said: "Brands have a public value. By long experience the housewife and the ordinary citizen have learned that certain brands are satisfactory and these brands guarantee a desired quality.

"It is a disservice to the housewife and to all citizens to deprive them of these guides to intelligent purchasing of goods unless the need therefor is clearly demonstrated. The brands should be protected, therefore, more in the interest of the consumer than in the interest of the owner of a brand who has created public confidence by selling an honest quality of service under that brand."

Avalon on Coast

BROWN & WILLIAMSON Tobacco Corp., Louisville, on March 1 will start Floyd Farr in an early morning Monday - through - Friday quarter-hour newscast on 6 NBC Pacific Coast stations for Avalon cigarettes. Program, to be broadcast 7-7:15 a.m. (PWT), will be fed by KPO, San Francisco, to KFI, Los Angeles, KMJ, Fresno, KGW, Portland, KOMO, Seattle, KHQ, Spokane. Agency is Russel M. Seeds Co., Chicago.

NEW CORPORATION WOULD BUY WKBB

NEW corporation composed of local businessmen and a finance organization has been founded to take over the interests of Walter E. Klauer, owner of WKBB, Dubuque, it was revealed Feb. 4 when an application for voluntary transfer of the station was filed with the FCC. Sale price would be $25,000.

Mr. Klauer, president of the Klauer Mfg. Co., a plant engaged entirely in war work, had revealed his intention to retire from radio. Last December he announced that WKBB would go off the air, but later notified the FCC that he was reconsidering [BROADCASTING, Jan. 11, Dec. 7].

The new corporation was organized by James D. Carpenter, station manager. It is controlled by Interstate Finance Corp., which holds 50% of the stock, and has two members on the board of directors. Officers would be: Charles T. Landon, retail furrier, and finance company vice-president; Mr. Carpenter, vice-president and director; O. F. Christofferson, controller of Interstate Finance, secretary-treasurer; A. A. Hauptil, president of Maizewood Insulator Co., director; and D. B. Cassat, general manager of Interstate Finance, director.

The remaining 50% of WKBB stock would be split 12 ways with Mr. Carpenter holding 7.15%. WKBB, a BLUE affiliate operating on 1490 kc. with 250 watts, was the participant in the celebrated "free competition" case in the Supreme Court.

Current Manpower Attitude Expected to Benefit Radio

RADIO is in the best possible position to receive what benefits the War Manpower Commission is willing to accord essential industries, developments last week on the manpower front indicated.

First the WMC advised local boards that certain activities and occupations were to be considered "non-deferable" after April 1, for men in the 18-38 age group, regardless of dependents. Men subject to military service were advised to seek employment in essential industries. Although some reports indicate that actors, musicians and professional athletes are likely to be added to the "non-deferable" list this is not seen immediately. But it was said that the list would be enlarged from time to time.

Radio Unaffected by Freeze

Last Friday, Paul V. McNutt announced a program of local hiring controls designed to solve manpower shortages in essential industries, particularly in areas of "critical shortages". In the main, this program is not likely to affect the industry at first unless there are already conditions existing in certain areas with regard to "necessary occupations" in broadcasting which compare to the shortages in war manufacture plants.

Through a program of this type, established locally, the manpower needs of essential industries are studied and a list of "critical" occupations established. Only those employes holding such jobs in areas under this type of control are required to obtain certificates of release when they plan a switch to another organization. Otherwise employes are free to shift from one industry to another, or within an industry, subject only to the disposition of their local draft boards.

Local Boards Get Tough

As part of the program of "getting tough" National Selective Service officials indicated last week that local boards have been instructed to consider carefully the type of occupations and industries engaged in by registrants. Simply stated, this means that men employed by firms not counted among the list of 35 essential industries are not likely to receive consideration for dependents. The only cause for consideration given to any individual case will depend upon employment in an essential industry. This is to be the general national policy.

At the same time it is well to remember that local boards deter-

(*Continued on page 40*)

Radio Draft Policy Remains Unaltered

Current Procedure Unaffected By Revised 'Necessary' List

RECENT REVISION of the Selective Service Occupational Bulletin sent to draft boards last month and listing more jobs in broadcasting as essential, including station managers, program directors and news editors as well as technical personnel [BROADCASTING, Feb. 1] will have little effect on current procedure in requesting deferment for key employes, New York station and network personnel executives said last week. They added that the expanded list might bolster up some of their pleas, however, by showing that the Government agrees with the broadcasters that certain individuals are necessary in this essential industry.

Salesmen Held Essential

There was general agreement that in asking deferment more stress was placed on the essential nature of broadcasting as a public service in time of war and on the importance of the individual to his station or network than on the presence or absence of his job on the official "necessary" list. The personnel men said that they would neither ask for deferment for any man, just because his job was listed, nor refrain from requesting it if his name was not listed, but that his true value to the station or network operation would be the basis of any appeal.

One personnel director pointed out that a good salesman or sales promotion man might readily be as essential to a station's ability to render meritorious service to its audience as the station manager or chief engineer, as long as the American system of broadcasting, supported by revenue from commercial programs, is maintained. He added, not entirely facetiously, that an attorney who is able to interpret and comply with the numerous Government regulations is often a station's most essential employe, even though lawyers, like sales and sales promotion men, are not included on the official list.

Another station executive reported that everyone seems to realize the necessity for maintaining broadcasting service except the draft boards, stating that his station had lost two engineers to the Army within the last week, both married and with families, despite the station's appeals for their deferment.

It was predicted that the Feb. 2 warning of the War Manpower Commission that men between 18 and 38 in certain occupations will be drafted, regardless of dependency, by spring unless they found jobs meanwhile in more essential industries, including broadcasting, may result in increased applications for employment at radio stations. No special increase was reported last week in New York.

WE *Must* BE GOOD

to turn in a performance like this!

We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'? . . .

From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomental toal of $1,553,675 in *direct bond sales* (not pledges or phone orders) . . . or over *40 times* the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases *direct* at WHOM's studio in New York. The amount of the average sale was $141.11 . . . or *three times* the Federal Reserve average for the country. (One affluent listener toddled in and shelled out $5200 cold cash!) That means one thing: our listeners have confidence in us!

Want MORE Startling Statistics? . . . We've *plenty* . . .

F'rinstance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge of jack that totalled over $11,000 in 10 days time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.

This kind of listener loyalty has paid big dividends to advertisers using WHOM.

WHOM

THE "BEST SELLER" TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N. Y. MARKET

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NEW YORK OFFICE AND STUDIOS—29 W. 57th St.; Joseph Lang, Manager

Monoply Arguments Set for Feb. 10

Final Briefs Are Filed; Mid-March Decision Expected

THE FATE of the FCC's explosive network monopoly regulations, in litigation for nearly two years, probably will be decided by the Supreme Court by mid-March, it was indicated last week with the filing of final briefs and the scheduling of argument for Feb. 10. Court attaches said that a case of this importance, brought under the Urgent Deficiencies Act, would be given right of way, with the decision forthcoming within a month following argument.

FCC Denies Ruinous Results

Last Wednesday reply briefs were filed in behalf of the FCC and Mutual, which support the Commission's position. Two additional briefs, filed amicus curiae (as friends of the court), also were submitted—by the American Assn. of Advertising Agencies, which vigorously opposed the Commission's regulations and saw dire consequences to commercial broadcasting, and by the American Civil Liberties Union, which upheld the FCC's position and called for diversity and increased competition in network operations.

Charles Fahy, the Solicitor General, personally is expected to argue the case for the Government. Charles Evans Hughes Jr., CBS chief counsel, and John T. Cahill, NBC's head attorney, will argue for those networks.

The FCC, in its reply brief filed by the Solicitor General and Charles R. Denny Jr., FCC general counsel, staunchly upheld the legality of its regulations and discounted the ruinous results predicted by the appellants. The appeals of NBC and CBS are from the decision of the three-judge statutory court in New York, upholding the FCC's contention of authority to issue the regulations, touching innermost phases of network-station business and contractual obligations and in effect making all stations free agents in their network dealings.

Net Crumbling Foreseen

Other Government attorneys on the brief are Robert L. Stern, Victor Brudney, Richard S. Salant, of the Solicitor's office, and Harry M. Plotkin, Daniel W. Meyer and Max Goldman, FCC attorneys.

Previously, the court was in receipt of the briefs of NBC and CBS, both of which predicted disintegration of network operation as it is known today as the ultimate effect of the proposed rules, and of the Association of National Advertisers opposing the regulations as ruinous of present-day broadcasting and as tending toward creation of the very type of monopoly the FCC majority held it sought to break up [BROADCASTING, Jan. 25].

The FCC brief, covering approximately 150 pages, was the most voluminous of those filed. It recited a case history of the proceedings from the beginning of the network monopoly inquiry in 1938. Claiming not only that the Congressional intent was observed to the letter and that full jurisdiction reposed with the FCC within the Communications Act, the FCC disputed every contention made by NBC and CBS of undue interference with the ability of the broadcasting industry to serve public interest. It contended, on the other hand, that greater opportunity would be permitted for stations and networks alike to serve public interest and that the way would be open for additional competition, which would inure to the public good.

AAAA Predicts Destruction

In infinite detail, the FCC unfolded the highest tribunal a case history of network broadcasting, the manner in which networks function, a break-down of revenues and profits, and in fact every phase of network-station relations and program service. Even Congressional debates in 1927 were alluded to in the Commission's effort to support its contention that the Congressional intent was complied with.

AAAA, in its brief filed by George Link Jr. of New York, supported the opposition contention that destruction of the present four-network structure and creation of a single super-network would result from enforcement of the rules, particularly that banning time options. Such a single network would occupy a "powerfully entrenched monopolistic position" contrary to the public convenience, it stated. The vigorously-worded brief was filed together with a motion for leave to intervene as a friend of the court. With this action, AAAA, as spokesman for the country's advertising agencies, joined ANA in protesting application of the regulations.

'Competition Stifled'—MBS

MBS, in a 20-page brief, contended that the regulations of the Commission were neither arbitrary nor capricious. It was filed by Louis G. Caldwell, chief counsel, and Percy H. Russell, Mr. Caldwell's associate, and Leon Lauterstein and Emanuel Dannett, of New York, WOR-Mutual counsel.

Mutual held it was under severe handicaps due to the restrictive provisions of the contracts held by the other network companies, and, in particular, the exclusive option-time provision and the network exclusivity clause (which NBC since has dropped). It pointed out that many of its affiliates are also affiliates of the other networks and that in a large number of important cities Mutual is "effectively barred" from entry on any basis as a result of CBS contracts which prohibit its stations from carrying programs on another network.

Mutual contended that restrictive features in the major network contracts "effectively stifle competition". It cited these features as (1) those which bar the affiliate from broadcasting programs of any other network organization; (2) provisions by which the affiliate grants the network an exclusive option exercisable on 28 days' notice and (3) provisions by which the term of such contracts is fixed for a period of five years or more. Moreover, it held the ownership by the other networks of stations in certain cities having less than four fulltime stations has the same restrictive effect.

Claims 'Super-Network'

Attacking the appellants' position that the regulations would destroy network broadcasting, Mutual claimed that no insuperable obstacles are placed in the way of maintenance of network service on a "first call" basis. It stated that BLUE progress might be adversely affected in that in cities served by less than four fulltime stations it henceforth would be deprived of its power to prevent its affiliates in such cities from accepting and assuring the continuous broadcasting of commercials provided by another network. Since most of the more desirable hours are already in use over NBC and CBS, it said in most instances the competition would be reduced to that between BLUE and Mutual.

Answering the appellants' argument that the regulations would have the effect of creating a super-network of high-powered stations, Mutual said that two such "super-networks" already exist, by virtue of the presence of 21 clear channel stations of 50,000-watts on NBC and 20 on CBS. BLUE has six and Mutual two, it cited.

American Civil Liberties Union, in a brief filed by Homer S. Cummings, former Attorney General; Morris L. Ernst, Benjamin S. Kirsh, William Draper Lewis and Harriet F. Pilpel, urged the court to sustain the lower court holding that public interest requires removal of "artificial impediments to diversity over the radio". The attorneys held the challenged regulations are appropriate to that end.

Calls for Competition

Citing the importance of radio as a medium of communication, the Union said that because of the overwhelming coverage of radio, diversity of control over what goes over the airwaves is particularly vital. Bad as it might be for 10 or 12 or 20 men to have the absolute power

(*Continued on page 45*)

EXCLUSIVE ST. LOUIS OUTLET FOR NBC
KSD
A DISTINGUISHED BROADCASTING STATION
DOMINANT
IN GREATER ST. LOUIS
KSD has the largest Daytime Population Coverage Area of any St. Louis radio station.
KSD is the only St. Louis station with the full 24-hour Associated Press news service.
NBC-KSD programs have led in "Firsts" in St. Louis in National Popularity Polls since 1935.
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

Number Sixteen goes up the Mast

People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort . . . to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not *win* the war, but they will *help*.

* * *

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATION • COLUMBIA BROADCASTING SYSTEM

G. A. Richards, President; John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative

TREASURY SERIES TO BE CONTINUED

CONTINUATION of the *Treasury Star Parade* for its second broadcasting year was announced last week by Marjorie L. Spriggs, chief of the War Savings Staff's radio section following a poll of stations.

Vincent F. Callahan, director of radio and press for the War Savings Staff, asked stations for comments on the series with 608 wanting the programs continued. None asked to be dropped from the list.

Treasury Star Parade programs, 15 minutes in length, are not included in OWI's transcribed *Uncle Sam* series, which stations are using as a five-weekly strip.

Schenley Names Cella

J. B. CELLA, president of Roma Wine Co., New York and California winery recently acquired by Schenley Distillers Corp., has been named a director of Schenley.

Nazi Decree

DEATH has been ordered for any person in German occupied Southern Greece found with radio sets, or transporting radio parts, the Greek Office of Information said last week. Frequent acts of sabotage instigated the Nazi edict.

W-E Co. Alcan Feat

WESTERN ELECTRIC Co., New York, achieved a miracle last autumn when it produced 14 tons of intricate communications equipment for the new Alaska-Canada Army Highway in 26 days instead of the 26 weeks normally required. A 442-mile telephone circuit was completed in record time for the Alcan project between Edmonton, Alberta, and Dawson Creek, B. C., the southern terminus of the highway.

New Soap Series

HASKINS BROS. & Co., Omaha, for its soap is presenting Foster May, recently defeated Nebraska Democratic candidate for the Senate, in a new show for the midwest, *News, Views and Interviews* on WOW, Omaha and KSO, Des Moines, Sundays 1 p.m. and on WMT, Cedar Rapids, Ia., Sundays 6:30 p.m. The first broadcast featured an interview with the Governor of Nebraska welcoming the new Governor of Iowa. Sidney Garfinkel Adv. Agency, San Francisco, handles the account.

Score: 301,464 Pennies

301,464 WAS the total count Feb. 3 of pennies received by Mrs. Dennis Mullane, Staten Island housewife who muffed a *Truth or Consequences* question Jan. 23 on NBC and was told to bear the consequences of pennies from listeners who wished to send them to help buy War Bonds for her son Harold, a 17-year-old Marine.

Committee Named To Guide Ad Study

Progress Group to Supervise Business Leader's Survey

HOWARD HUSTON, assistant to the president, American Cyanamid Co., has been appointed chairman of the recently organized progress committee of the Advertising Study, an appraisal of advertising as an instrument of American economic development, sponsored by a group of leading business executives who have engaged the National Industrial Conference Board to conduct the research in connection with the project [BROADCASTING, Jan. 4].

Other members of the Progress Committee, which will act for the sponsoring group in supervising the course of the survey, are: Karl W. Fischer, land and tax commissioner, Burlington Lines; Harold Hall, business manager, *New York Times;* Fred Healey, vice-president and director of advertising, Curtis Publishing Co.; Arthur W. Page, vice-president, American Telephone & Telegraph Co.; G. Edward Pendray, assistant to the president, Westinghouse Electric & Mfg. Co.; Barry Rumple, research director, NBC; Don Smith, advertising and publicity manager, Wilson & Co.; Dr. Alonzo E. Taylor, General Mills.

Killifer Is Secretary

D. H. Killifer, public relations counsel, has been appointed executive secretary of the committee, which has established headquarters at 60 E. 42nd St., New York.

Sponsors of the advertising study are planning to expend approximately $200,000 for the project, half for the research and the remainder for the presentation of the results in popular form. More than one-third of the required funds have already been pledged, it was announced last week, with advertisers, agencies and advertising media all contributing. Announcement stated that "small contributions, roughly proportioned to advertising expenditures or incomes, are preferred to large sums in order to insure the complete independence of the study from dominance.

Top Tunes Listed

LAST WEEK'S top tunes from the standpoint of network performances were: There Are Such Things, You'd Be So Nice to Come Home To, I Had the Craziest Dream, Brazil, and Moonlight Becomes You, according to the audience coverage report of the radio division of the Office of Research, headed by Dr. John G. Peatman. The Index of performances is based on total number of performances heard and reported in New York, Chicago and Los Angeles during the week; the estimated number of additional station-uses on network programs, and the relative size of listening audiences as estimated from sets-in-use ratings per program and per time period.

Action!

When the Marines land on a South Pacific Island, that's action!

When you schedule your advertising over WSIX, you get action, too.

Case histories show how WSIX pulls. For example, one $1.00 item made 1,810 mail sales recently with a small spot schedule.

Get action — put WSIX to work on your spring schedule.

MEMBER STATION
The Blue Network and Mutual Broadcasting System

SPOT SALES, INC.,
National representatives

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

. . . but They Can't Imitate an American!

Political and industrial leaders in recent months have been making great use of the phrase, "Know-How."

But no one has bothered to explain it.

American Know-How is a combination of things. It is our conglomeration of races, welded together by a great national spirit. It is American training in mechanics; it is the millions of American boys who drive automobiles and work with tools, who play with electric trains and make model airplanes. It is our system of education, giving to each boy the training needed to enable him to take his part in our national industrial economy. It is that economy itself . . . an economy of free enterprise wherein every boy has a chance to become a Henry Ford, a Walter Chrysler, a Thomas Edison. It is the American system of incentive, which permits even the lowest laborer to become foreman, superintendent, or president of his company. It is the ability of the man in the American factory to do things just a little bit better than any other man in the world can do them.

And it is American industrial management, fitting into their proper niches the men of the country, determining who shall direct the operation, surrounding itself with engineers and chemists and tool designers and purchasing agents and specifications clerks, each with a definite job to do. It is the ability of American management to select the right man for the right job, whether that man come from our technical colleges or from the rank and file of factory employees.

In time of peace—because of American Know-How—Detroit and Pittsburgh and Akron supplied the world with automobiles and steel and tires. No other country could compete successfully against American maker of airplanes, washing machines, radios or mechanical refrigerators.

Our scientists and engineers out-designed our competition in foreign fields, our sales departments outsold them, our factory men out-produced them.

This is a mechanical war. American Know-How which placed this country far ahead of its competitors in peacetime mechanical production, will turn out more war materials per man and per factory and will win the war. Our enemies had a big start on us. But the imitators never can equal the originators.

And our foes are imitators . . . Germans and Japs alike.

In peacetime they imitated all our mechanical goods. The best automobile Germany had was one designed in Detroit. The company producing it was a Detroit-owned company. The best airplane engine they had was one designed in Hartford five years ago. Because they froze production of it . . . didn't change the model . . . they were able to turn out these motors in great quantities. Today we have reached and passed their highest production with an improved model. And we are just starting!

It is the Hitler creed that no one not a German can be a good chemist or a good engineer. He limits his Know-How to people of the German race alone. In America we are a mixed race. The adventurous of all the peoples of Europe have come to this country because they believe in the American system of free enterprise. We have assimilated them and made them Americans. We have granted them the same opportunities to advance that belong to us who have long lived here.

This is American Know-How. This and the flaming spirit of freedom which democracy begets . . . the spirit which makes our boys in uniform better than any other soldiers in the world . . . because they are fighting for freedom.

With this spirit, backed by American industry's Know-How, we shall win this war!

W. O'Neil

President

THE GENERAL TIRE & RUBBER COMPANY, AKRON, O.
and THE YANKEE NETWORK, INC.

$500,000 Campaign Is Started by Wise

Publishing Firm Promoting In Participating Programs

AFTER EXTENSIVE testing of radio for 2½ years, Wm. Wise & Sons, New York publisher, has decided to spend $500,000 during 1943, using five-minute quarter-hour and women's participation programs for its varied publications. Huber Hoge & Sons, New York, is placing the entire campaign.

A total of 99 stations is scheduled for promotion of the *Modern Home Physician*, 118 stations for *The Complete Guide to Modern Knitting and Crocheting*, and 58 outlets for the *World's Great Books*. Wm. Wise is also expanding all schedules for *Popular Mathematics, Popular Decorator, Aircraft Spotters' Guide, Victory Garden Encyclopedia*, and other booklets.

Station list for *Modern Home Physician* follows:

CKLW KALE KFBB KFBK KGA KGHL KHJ KIEM KJR KLRA KLX KMJ KOL KONO KSFO KSO KVOD KXL KYA WCAE WFDF WHCU WIP WLAW WLS WMBR WNBH WOL WPEN WWDC WWJ WWSW WXYZ KFIZ KGLO KMAC KMTR KPAB KVFD WBIR WELI WFHR WFMD WHBL WJPA WLAV WLBC WOLF KSAZ KFNF KID KLO KLUF KMYC KPOW KRLC KSJB KSUN KTOC KUJ KUOA KVI KWKW KWOC KWTO KXEL WAGA WAJR WCOP WFVA WHLN WKST WMAM WMEX WMMN WMRF WPIC WRAL WRRF WSKB WSOO WSTV WSYB WWSR XEAC XEG XELO XEMO XENT XEON KFWB KGGK KICD WAAT WDGY WJBK WMCA WOV WMAZ.

The book on knitting and crocheting is promoted on:

CKLW KFBK KFWB KGGK KICD KLX KMJ KONO KSFO KVOD KXL WAAF WDBO WDGY WHBL WJBK WMCA WOV WWSW KALE KDKA KDYL KFBB KFH KFNF KFRC KFVD KGHI KGO KHJ KIRO KLRA KLUF KMDC KMO KMOX KMYC KOIL KOIN KOMO KSJB KSL KSO WMT KSTP KSUN KTUC KUJ KVI KWJJ KWKW KWTO KXEL WABC WAGE WAJR WBBM WBZ WCAE WCCO WCFL WCOP WCSH WEEI WEIL WFMD WJZ WHBL WHEB WHK WHLN WIBC WIBW WINS WJPA WJSV WKST WLBC WLAV WLS WMAL WMAM WMAZ WMEX WMMN WNAC WOL WPEN WPIC WXAM WRJN WSAZ WSKB WSMB WSTV WTCN WTIC WWL WXYZ XEAC XEAW XENT KFI KFPY KLZ KPO KPRC WBAL WCAO WFBR WGAR WGY WHAM WIOD WJZ WRC WRNL WWDC.

The *World's Great Books* is scheduled on:

KFBK CKLW KFWB KGGK KICD KOL KSFO KVOD KXL WAAF WDBO WDGY WHBL WJBK WMCA WOV WWSW WFBB KFNF KLUF KMYC KUJ KRLC KSJB KSUN KTUC KVI KWJJ KWKW KWTO KXEL WAGA WAJR WCOP WEEI WEW WFMD WHLN WINS WJPA WKST WLAV WLBC WMAM WMEX WMMN WCCB WPEN WPIC WSAZ WSKB WSTV WSVA XEAC XEAW XENT WHEB WTIC.

Orderly Despite Fire

AN AUDIENCE of 400 at the CBS program *Only Yesterday*, last Tuesday night remained quietly in CBS' Radio Theatre 3 on Broadway, New York, despite a fire back stage, which resulted from a short circuit in the switchboard panel box. The fire started at 10:25 p.m. near the end of the broadcast. Benny Rubin requested the audience to file out in good order, and no confusion occurred.

SEEN AT STAG party given in honor of Ernest (Cappy) Capobianco (center), CBS art director who reported for duty at Fort Dix recently, were Howard Meighan (left), CBS eastern sales manager; and George R. Dunham, supervisor of promotion for CBS-owned stations.

House Resolution Demands That Navy Furnish Report on Status of Winchell

DEMANDS that the Secretary of the Navy be directed to furnish Congress a report on the status of Lt. Com. Walter Winchell, USNR, as a result of Winchell's *Jergen's Journal* on the BLUE Jan. 31, are contained in a resolution (HRes-95) introduced last week in the House by Rep. Hoffman (R-Mich.).

During the "now-for-the-mail-as-the-time-will-allow" portion at the close of his broadcast, Winchell allegedly said, according to a transcript of the program: "You bet I'm prejudiced against those in high office who guessed so wrong before Pearl Harbor. They're still guessing wrong. I'm not in the least comforted by their confessions of ignorance. What worries me most are all those damn fools who re-elected them."

The following day Reps. Keefe (R-Wis.) and Bradley (R-Mich.) took exception to Winchell's broadcast on the floor of the House. Asserting he "supposed that the rules and regulations of the Communications Commission prohibited the use of profanity and the utterance of sentiments calculated to stir up hatreds and disunity on the radio", Rep. Keefe, declared: "It seems to me, Mr. Winchell, that you owe an apology to the people of America."

Rep. Bradley, speaking of the Winchell broadcast, demanded: "How much longer are you going to permit this man Winchell to get away with that stuff and violate the regulations of the FCC with impunity?"

Rep. Hoffman said: "It is doubtful if it is good salesmanship to tell prospective customers that they are dumb. Walter told us last Sunday that there were some 14,000,000 damn fools in America who voted for Members of Congress. I wonder whether he thinks he is going to persuade any of those 14,000,000 to buy that lotion sold by his sponsors?"

Specifically, Rep. Hoffman's resolution asks the Secretary of the Navy if Navy officers are subject to section 1534, title 10, U. S. Codes which provides than "an officer who uses contemptuous or disrespectful words against . . . the Congress of the United States shall be dismissed from the service or suffer such other punishment as a court martial may direct." If not, is there any "Federal statute or rule or regulation of the Navy of similar import?"

Referring to several of Winchell's alleged statements both on the air and in published articles, the resolution demands to know "what, if any, action has been taken by the Navy or any officer thereof to punish the said Walter Winchell for making such statements, or to put an end to the making of such statements?"

With reference to his Jan. 31 broadcast the resolution asks: "During the month of January 1943 was Walter Winchell an officer in the United States Navy? And, if he was, what was his rank? If Walter Winchell was an officer in the United States Navy during January 1943 did he, on Jan. 31, 1943, in a radio broadcast, or in his column as printed, in substance refer to American citizens who voted for certain Representatives in Congress as 'damned fools who voted for them'?"

Rep. Hoffman seeks Winchell's complete record as a Naval officer for 1941 and 1942 and his assignment of duties.

Again on Thursday Rep. Hoffman addressed the House, taking issue with the Jergens-Woodbury Sales Corp. He read into the *Record* a FTC "cease-and-desist" ruling affecting the firm's face creams, powder and soap, adding "Winchell was, as we used to say, 'a mite teched—just a little queer'."

Winchell, who recently returned from a secret mission to South America, has said during his broadcasts that he does not go on the air in the uniform of a Navy officer but as a civilan.

DALY TO LONDON; OTHER CBS SHIFTS

JOHN DALY, CBS news analyst and narrator on *Report to the Nation*, has been assigned to the network's London bureau as correspondent, according to an announcement last week by Paul W. White, CBS director of news broadcasts, who revealed several changes in the personnel of CBS' world news coverage.

Replacing Daly on *Report to the Nation*, and as reporter on *The World Today*, is Douglas Edwards. Returning to New York for a vacation are Winston Burdett, CBS correspondent in Cairo, and William J. Dunn, chief of CBS Far Eastern news correspondents, stationed in Australia.

Farnsworth Fowle, who has been heard on CBS from Ankara, Turkey, takes over for Burdett, while George Moorad, American Red Cross press representative, assumes Dunn's assignment.

Damm Made V-P

WALTER J. DAMM, general manager of WTMJ, Milwaukee, owned by the *Milwaukee Journal*, has been elected a vice-president of The Journal Co. He will continue as general manager of radio. Mr. Damm, former NAB president and active in industry affairs, joined the *Journal* in 1916 and has served in the advertising, research and promotion departments. Since establishment of WTMJ in 1925, he has specialized in radio and is in supervisory charge of all the *Journal's* radio activities, including FM and development of television.

Mr. Damm

Seay Heads WOL Sales

HENRY V. SEAY of the advertising department of WOL, Washington, has been appointed sales manager, replacing James Fishback, resigned. Mr. Seay, born in Virginia, started his advertising career on the *Detroit Free Press* in the national advertising and merchandising department. He next moved to the advertising department of WWJ, Detroit, and in 1931 he joined the commercial department of WOL. He is married and has one son.

Mr. Seay

Vinylite Unchanged

VINYLITE allocations for February are approximately the same as January, when small quantities were available for commercial recorders, according to WPB officials. Numerical figures on the Vinylite supply are considered a military secret since a great percentage of the nation's production goes into raincoats and other supplies for the Armed Forces.

are you caught

Green-handed?

The war has cost broadcasters many trained news editors and writers. For their news programs, they often must get along as best they can with inexperienced men. They are caught green-handed.

But with United Press radio news copy to rely upon, this is no handicap. For United Press gives its clients the benefit of all the know-how of radio news writing and editing that seven years of experience have developed. The United Press radio wire gives broadcasters daily nine 5-minute news digests and seven 15-minute news summaries—sixteen complete newscasts, delivered on fixed schedule, ready for broadcast without rehandling.

So long as it receives United Press service, any station—even though green-handed—can assure its listeners of radio's foremost news coverage.

United Press

FOREMOST BECAUSE IT OFFERS MOST

'Steady gains due to Irene Rich and KSO'

.... Ralph Deuben

As broker for Welch's Grape Juice and other Welch products in 76 Iowa counties, Ralph Deuben knows at first-hand the selling pull of broadcast advertising. Reports Mr. Deuben:

"During all the years of my contact with Welch, which began in 1933, the foundation of Welch advertising has been a dramatic radio program featuring Irene Rich. In Des Moines, the program has been carried over Station KSO".*

"Once we had established adequate Welch distribution with our trade, responsibility for further progress rested squarely on the advertising.

"The steady gains in Welch sales for our territory, year after year up until wartime, prove what a splendid job Irene Rich and KSO have done in moving Welch products off grocers' shelves."

*Program changed to KRNT in 1942.

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune

Represented by The Katz Agency

Good Taste Copy Is CBC Standard

Thomson Rules Commercials Must Be Inoffensive

GOOD TASTE is emphasized in a new standard for radio advertising announced recently by the Canadian Broadcasting Corp.

"All advertising matter and commercial announcements shall be of such character that they can be freely introduced into a mixed company of adults and children as a subject of ordinary conversation," said Dr. James S. Thomson, CBC general manager, who urged private stations also accept the new standards.

"The distinctive character of radio," he added, "has determined the adoption of this ruling. Radio is principally a medium of communication directed in the Canadian home; the family circle is the normal listening group. We have therefore to maintain canons of good taste that are in line with the finest standards of home life."

Dr. Thomson pointed out that under the Canadian Broadcasting Act the CBC is empowered "to make regulations to determine the proportion devoted to advertising in programs broadcast by stations of the corporation or by private stations, and to control the character of such advertising."

Announcement is in line with Dr. Thomson's views on advertising as expressed in a paper "The New Policy for Radio" which he presented to the CBC Board of Governors while a member of the Board and in line with his first statement following his appointment [BROADCASTING, Sept. 7, 1942], in which he said "the whole question of advertising in radio should be reviewed and perhaps overhauled".

Canadian WIB Shifts

SEVERAL changes in executive personnel of the Canadian Wartime Information Board have been announced by Charles L. Vining, chairman. John Grierson, Canadian film commissioner, has been appointed general manager of WIB. Campbell L. Smart, formerly with Cockfield Brown & Co., Ltd., Montreal advertising agency, has resigned as head of the external branch. Before joining the WIB he was with the British Ministry of Information, New York. Frank Ryan, on loan from Hudson's Bay Co., which he served as public relations director, has been placed in temporary charge of Canada's foreign propaganda. Mr. Ryan at one time was manager of CKLW, Windsor. Chairman Vining is expected to resign shortly because of ill health.

WPB Releasing Instruments

MORE than 50% of musical instruments frozen by WPB Jan. 1, 1942, have been released for civilian consumption. Nearly 10,000 B-flat clarinets, 8,000 bugles, and 4,000 trumpets were included among the 40,000 instruments sold between early September and Jan. 18, 1943. Non-metal instruments—violins, guitars, ukeleles—were not included in the freeze.

THE 20 BEST RADIO ADS

Kansas State Professor Lists His Choices of Best Copy Last Year

The survey of which this is a summary was undertaken by Prof. Heberer of his own accord and without any previous arrangement with, or knowledge of, this publication. He advises us that it covered all trade journals in which radio stations and networks placed advertising last year. Prof. Heberer made a similar survey last year [BROADCASTING, March 30, 1942].

By H. M. HEBERER
Professor of Radio Advertising
Kansas State College of Agriculture and Applied Science

UNLIKE many another advertiser, radio stations during 1942 still had plenty to sell. Priorities and rationing have not cut into radio time. "Time for Sale" was the predominant theme used to promote stations in their trade journal advertising program the past year. Coverage, public service, success stories, local program availabilities, and available markets also served as copy. And there was some "war effort" copy. But for the most part stations used comparatively little space telling what they were doing to win the war.

These conclusions were reached in attempting to find the 20 best station advertisements which appeared during 1942 in the various trade papers.

In order to give equal opportunity to all stations and networks in the selection of the "best" ads the networks were divided into two groups: National and Regional; the stations into three groups, according to power: Those using over 10,000 w., those using between 5,000 and 10,000 w., and those using less than 5,000 w.

In this way the advertisements which were finally selected represent three national networks, two regional networks, seven stations over 10,000 w., four stations using between 5,000 and 10,000 w., and three stations under 5,000 w. In addition, Special Mention was given one ad which fell into none of these classifications. It was used to advertise two stations which are not a network but which are under one management.

No attempt was made to limit the number of ads in any group; but it was decided not to use more than one ad representing any network or station. No comparison was made of the ads in any group or between those in the various groups.

The following ads have been selected:

NATIONAL NETWORKS

Columbia Broadcasting System . . . It's Right in His Lap.
Effective use of a photograph to illustrate the copy which deals with the Average American and his relation to radio.

Mutual Broadcasting System . . . Oh, To Be on Mutual . . .
Used clever cartoon and headline.
Copy listed some advertisers on the network.

National Broadcasting Co. . . . NBC Announces a 10% Full-Network Discount.
Using red and black, this formalized ad was a straightforward presentation of the network's discount plan.

REGIONAL NETWORKS

Westinghouse Radio Stations . . . Drawing Made Easy.
Simple colored drawing used as eye-catcher. Copy dealt with network's ability to draw customers.

Yankee Network . . . There's No Place Like Home . . .
A bar of "Home Sweet Home" superimposed on a photograph illustrated effectively the copy's "acceptance in New England homes" appeal.

REPRESENTING STATIONS OVER 10,000 WATTS

KFI . . . Do Not Twist the Dial, Mother . . .
Clever headline and poem gave unusual presentation of station's results.

WABC . . . There's No Place *But* Home This Summer.
Used cartoon and headline to illustrate potential summer audience.

WCCO . . . What Is That Northwest Flavor?
Illustration of Paul Bunyan and ox emphasized station's acceptance by northwestern audience.

WGY . . . I Understand You're Interested in the Catskills.
Cartoon and headline eye-catchers used to punch across colloquial copy concerning station's coverage.

WLW . . . Morning Merchandise-Able Area.
Colored coverage map combined with nostalgic rural scene and copy about potential morning listeners.

WOR . . . Map of Guaranteed Area.
"In the manner of Treasure Island" coverage map. Copy consists of brief notation that ad is not "smart" and forty word statement of coverage.

WSM . . . The Fifth Estate.
A series of simple ads using the same format but with changed copy on the theme of radio's place in America to-day.

STATIONS FROM 5,000 to 10,000 WATTS

WFBR . . . Bomb Sight To Hit Baltimore.
Eye-appeal with photograph of bomber laying eggs. Copy emphasizes local coverage.

WNAX . . . Defense Plants? Sure . . .
Colored illustration of "Big Aggie", station's new symbol. Copy dealt with farm "defense plants" and available market.

WRNL . . . Announcement of debut as 5,000 watt station.
Dignified presentation of "birthday" tie-up with Robert E. Lee, using the General's picture as eye-catcher.

WSYR . . . The Forgotten Rich Man . . .
Photograph of clay model catches interest to illustrate farm market in central New York copy.

STATIONS UNDER 5,000 WATTS

KFRU . . . Name It and Win.
Effective small ad using question and answer to emphasize station's location.

WHIZ . . . An effective ad using copy interspersed with small cartoons to point out value of 250 watt station.

WROK . . . Everyhing Points to Rockford . . .
Good display of opportunities in local market.

SPECIAL MENTION

WJR and WGAR . . . Controllieren Sie das Mikrophon!
Dramatic headline and illustration with copy urging radio's usefulness in the war.

PHOTO BY EWING GALLOWAY

PICK YOUR BIRD

. . . DON'T TRY TO COVER THE WHOLE SKY!

In radio, too, it's usually wasteful to cover the whole countryside when you can hit the big market with one economical station.

The big market we're talking about is Baltimore. Today the nation's 6th largest city. You can take a bead on it...and not miss!

You do it by loading your sales gun with WFBR. When you pull the trigger . . . smart advertisers have learned something happens:

You cover Baltimore with a radio intensity known to few cities so big. You don't waste your shot all over Pennsylvania, New Jersey, Virginia, Delaware and West Virginia with stepped-up wattage.

In the first place, hopped-up signals cost you money. In the second place, you may not have sales in those surrounding states. And in the third place, if your goods are available in those scattered states . . . you're probably buying economical time on those local radio stations that have their own loyal listeners.

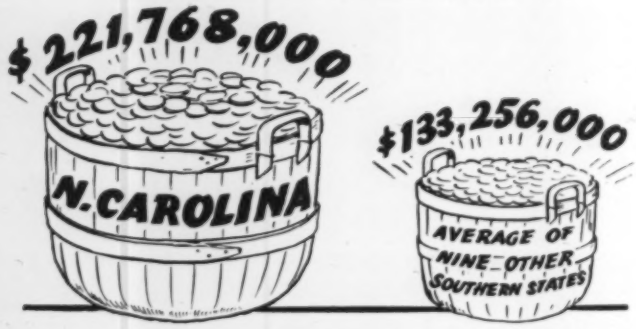
Baltimore, with WFBR, is always good hunting. Now more than ever...with payrolls at a new peak...WFBR is your buy.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

NORTH CAROLINA
is the
SOUTH'S No.1
AGRICULTURAL
STATE

CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940



WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
No.1
SALESMAN
NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

Florida Broadcaster Criticizes OWI For Sending Lengthy Wire of Thanks

EDITOR'S NOTE: *The following letter was sent by S. O. Ward, owner of WLAK, Lakeland, Fla. local, to Elmer Davis, Director of OWI Jan. 29, after the broadcaster received OWI's form "thank you" telegram of a fortnight ago. Mr. Ward wrote* BROADCASTING *that the smaller stations did not want the Government to buy time — even though it may buy newspaper space—but asks that station manpower should not be drafted indiscriminately.*

Here is Mr. Ward's letter in full:

Dear Mr. Davis:

This letter will acknowledge receipt of your long telegram of thanks for our cooperation in connection with the broadcasting of the various war information activities.

This station is giving all the time requested of us to Government announcements and programs. This service will continue to be available to our Government. We are indeed happy to be living in a country where we can do this.

Costly Message

In spite of our desire to be of service to our country, it is most galling to us to receive a long, 80-word telegram that cost from $1.50 to $2 to send, the sole purpose of which was to thank us for our cooperation and time. A 3-cent letter would have carried the message and the Government prints the stamps. You spent $1.50 or more with Western Union to thank us for carrying *free* transcribed programs that you paid the transcription companies to make and the express company to deliver to us. We run them free, fill in a lot of forms, return the transcriptions to the proper sources, everyone is paid for their part except the radio station.

We, the radio stations of *USA*, give and give free radio time for Government messages and our competitors, the newspapers, receive pay advertisement for many of the same messages. The selective system drafts every available employee we have of draft age—we are classified as an essential industry, yet all our men are drafted without any consideration as to whether or not we can continue operation. The draft boards take our engineers and act as though they think others can be picked up off the streets as you would a grocery store clerk. It takes training for a radio man. Even an announcer must have experience and training to be acceptable to our advertisers, who keep us in business.

No, I do not want pay from our Government for its messages. All I want is some consideration and recognition from our draft system in the way of permitting us to keep men essential to our continued operation. (1) We, the small radio stations, would appreciate thanks for our cooperation and service expressed by letter and not an expensive telegram. (Our personnel must be left alone or we will be forced out of business.) Spend Government money for newspaper advertisements and we will still give our Government free radio time, but don't pay everybody else and then rub it in by thanking us with a long telegram.

(Signed) S. O. WARD

Army Show on CBS

RADIO PREMIERE of Irving Berlin's Broadway hit "This Is the Army" has been scheduled on CBS as the dramatic offering on the Feb. 22 broadcast of *Lux Radio Theatre*, sponsored by Lever Bros. Co., Cambridge. Included in the original all-soldier cast in starring roles are Ezra Stone, well known as "Henry Aldrich" prior to going into the Army, and the composer-creator of the musical show, Irving Berlin. Cecil B. deMille will produce and direct the radio version. All money realized from the broadcast will be turned over to the Army Emergency Relief fund. J. Walter Thompson Co., New York, is the agency.

U. S.-British Service

DIRECT radiotelegraph service between the United States and Great Britain was opened Feb. 1 by Mackay Radio & Telegraph Co., New York, and Cable & Wireless Ltd., London. Admiral Luke McNamee, president of Mackay, exchanged greetings with Sir Edward Wilshaw, managing director of Cable & Wireless, to open the service. All types of commercial telegraph services will be handled on the circuit, the 14th international radiotelegraph circuit to be established by Mackay since the United States entered the war.

THE RADIO

RADIO'S POESY appealed to the "say something" urge of 17-year-old John C. Fehlandt Jr., son of Fehlandt Sr., vice-president of the Russell C. Comer Adv. Co., Kansas City, during his high school days. The poem was found among the son's papers recently after he had gone to college and BROADCASTING *gives it publication because of its present aptness.*

News bureau for the world;
Entertainer of millions;
Employer of thousands,—
Yours is the voice of a giant
Once loud and demanding;
Then soft and pliant.
From your deep resounding throat
Pours a golden flood of melody,
Surrounding each listener
With a softly flowing moat.
Then hard and clear
Comes a voice carrying
News good or bad from far and near.
A station break;
A change of pace,
And now we find
Loud and joyous laughter
To be the order of the race.
From your hard metallic core
Blatant and raucous, softly crooning
Comes the beauty and the humor
Of the land we all adore.

JOHN C. FEHLANDT, JR.

RADIONICS

THE MIRACLE INDUSTRY

Goes full speed ahead for Victory

Exactly what Zenith is making is a military secret, but we can tell you we are dealing with the thing we know best, Radionics exclusively.

☆ ☆ ☆

It should be a source of real satisfaction to Zenith dealers to know that Zenith is producing war radio and Radionic apparatus in great quantity for our armed forces; learning and perfecting much that will mean a real contribution to post-war radio.

☆ ☆ ☆

Zenith prefers to speak conservatively of this war experience, and to promise conservatively for the future. But Zenith *does* promise that every ounce of energy, ingenuity and inventiveness that has been put forth to create war radionic devices, will later be channeled into the making of a superb peacetime Zenith Radio line, once the war is won and civilian production resumed.

ZENITH RADIO CORPORATION
Chicago, Illinois

BETTER THAN CASH
U. S. WAR SAVINGS
STAMPS AND BONDS

ZENITH
•LONG DISTANCE• RADIO
RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER

. . . If you're now using radio in the Charleston, West Virginia market— or planning to do so in the future— you should see the Crossley Study just completed.

5000 ON 580 WCHS CBS AFFILIATE

John A. Kennedy, President · Howard L. Chernoff, Managing Dir.

Charleston, West Virginia

represented by

THE BRANHAM COMPANY

A & S Gold Medal Awarded LaRoche

Crossley, Two Agencies Cited For 1942 Contributions

FOR DISTINGUISHED services to advertising and for his efforts on behalf of advertising in wartime through the Advertising Council, Chester J. LaRoche, chairman of the board of Young & Rubicam, was awarded a gold medal at the annual advertising awards dinner last Friday at the Waldorf-Astoria, given by *Advertising & Selling* magazine.

Mr. LaRoche

Silver medals went to Archibald M. Crossley, president of Crossley Inc., New York radio research firm, and two agencies for their contributions to radio in 1942. Mr. Crossley was cited as "the individual who, by contemporary service, has added to the knowledge of radio advertising".

Medal for "outstanding skill in commercial program production" went to Young & Rubicam for *March of Time*, sponsored on NBC by Time Inc. For production of *The Secret Weapon*, sponsored on CBS by Philco Radio & Telev. Corp., a silver medal for "a commercially sponsored program which contributes most to the advancement of radio advertising as a social force" went to Sayre M. Ramsdell & Associates. There was no award this year for "excellence of commercial announcements".

Ten other silver medals and 21 honorable mentions were awarded in five classifications other than radio. In research CBS was given honorable mention for its 1941-1942 "Listener Panel Study".

Dinner speakers included Sir Godfrey Haggard, British Consul General; Gardner Cowles Jr., OWI Director of Domestic Operations; and William Reydel, partner of Newell-Emmett Co., New York. Presiding at the awards presentations was Stuart Peabody, advertising director of the Borden Co. and chairman of the administrative board which governs the awards.

HOUSE ORGAN CUT UP TO PRINTERS

PUBLISHERS of house organs, such as station promotion pieces, are being advised by WPB officials in Washington to consult with their printers over the paper shortage which is likely to develop this year.

Although printers have already suffered a 10% cut in their paper allotment for the first quarter of 1943, the WPB does not expect a marked effect on size or number of house organs. However, paper industry representatives are predicting a more severe cut before the year is over.

As a result of paper limitation Order L-241, printers are allowed 90% of their 1941 paper requirements. WPB officials point out that they are free to use this paper as they see fit and it is expected that most printers will be able to meet the needs of their regular customers.

BLUE Debate Series

DEBATERS from many of the nation's colleges are currently readying themselves for the Second Series of National Intercollegiate Radio Prize Debates to be conducted from Feb. 15-April 18 under the auspices of the American Economic Foundation in cooperation with the BLUE. Four finalists from among the 261 entrants will appear in New York April 18 on the *Wake Up America* radio forum, broadcast by BLUE. The two best speakers will receive War Bond prizes.

Emblem Use Challenged

COMPLAINT charging unlawful use of the name and emblem of the American National Red Cross was filed recently by the Federal Trade Commission against Candy Bros. Mfg. Co. and Universal Match Corp., both of St. Louis. Among other things, FTC said the cough drop firm's broadcasts implied a connection with American National Red Cross and that its radio continuities failed to make clear that the manufacturer was Candy Bros.

buy MAINE Strength

WGAN for your MAINE MARKET

★ The largest unduplicated coverage in Maine radio

★ Centering in Portland where payrolls exceed ALL records

★ Where rate of gain in retail sales exceeds that of any other city in America

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •

Army to Set Up Overseas Stations

37 Shortwave Transmitters To Provide AEF Programs

INSTALLATION of 37 shortwave transmitters in foreign countries to provide radio entertainment for American troops overseas is included in plans of the Army's Special Service Division, Maj. Irving Fogel, officer in charge of the New York radio section, disclosed at the Feb. 3 meeting of the Radio Executives Club of New York.

Maj. Fogel explained that through cooperation of the Office of War Information and the Coordinator of Inter-American Affairs, the SSD is sending to the AEF by plane and vessel 20,000 12-inch and 6,000 16-inch recordings and transcriptions a month. A total of 30 domestic commercial programs, with commercial announcements deleted, and 41 half-hour shows are shortwaved weekly from this country.

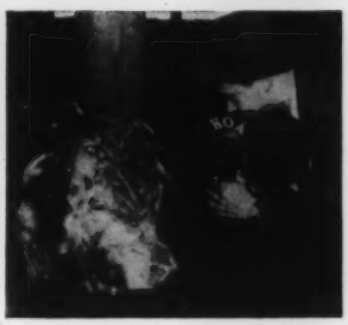
Many Difficulties

Addition of the 37 transmitters overseas will enable the SSD to better handle its tremendous task of providing entertainment for our troops, said Maj. Fogel. Tracing the development of SSD in the last 10 months, he declared that many difficulties were encountered in getting proper playback equipment to men in isolated spots. He listed the countries in which American troops are now receiving recorded programs.

Lt. Col. Thomas H. A. Lewis, chief of the radio section, information division, SSD, Washington, was scheduled to speak but was unable to attend.

Out-of-town guests included John T. Carey, WIND, Gary; Fred Germaine, WALL, Middletown, N. Y., and John E. Thayer, WWNC, Asheville, N. C.

FOOTE, PIERSON & Co., Newark, has purchased a half-hour on WOR, New York, Feb. 17, for a broadcast of Army-Navy "E" award ceremonies. Account was handled direct.



BOVINE BAWLS were the objects of both Charles Michelson (left), New York sound effects transcription maker, and Rex Brown, KOA farm editor. Michelson wanted to record a cow's "moo" for sound effects. The photo accompanied a recent article about Speedy-Q sound effects in *American* magazine. Mr. Brown had a different idea in mind. He wanted a champion bull at the Denver National Western Stock Show to say "moo" for the KOA audience. Both animals were unobligingly reticent.

Hollender to OWI

AL HOLLENDER, assistant to president Ralph Atlass, of WIND-WJJD, Gary-Chicago, has been appointed to a post in the overseas branch of the OWI. He will be stationed in New York City. A graduate of the U of Illinois, Hollender has been with the Atlass stations for eight years. Fred Reed, Edward Humphrey will split his duties.

A TRANSCRIPTION explaining the new plan whereby communities buy their own food for lunches in neighboring schools instead of food purchased at headquarters in Washington, is available to stations from their nearest Food Distribution Administration regional office.

Cleanser Series

WYANDOTTE Chemicals Corp., Wyandotte, Mich., on Feb. 8 was to start a 20-week campaign for its Wyandotte cleanser, using one-minute transcriptions 10-15 times weekly on 12 stations. A similar campaign will start in New England later this month, but stations are not yet lined up. Scheduled list includes WHIO WADC WJR WFIL WGR WCAE WCPO WOOD-WASH WCOL WFMJ WSPD. Agency is N. W. Ayer & Son, New York.

No Tax Gifts

EMPLOYERS may not pay the 5% Victory Tax on behalf of employees without deducting it from their pay envelope, a joint statement by wage stabilization officials of the Bureau of Internal Revenue and the War Labor Board pointed out recently. Payment of such a tax by the employer constitutes a wage or salary increase, the officials said, and thus requires Government approval under the President's Stabilization order.

Denver Chemical Spots

DENVER CHEMICAL Co., New York, since Jan. 18 has been conducting an intensive campaign for Antiphlogistine, a medicated poultice, using one-minute transcribed announcements in 12 markets throughout the country. Company continues its six-weekly 10-minute program on WNEW, New York, which began last October. Agency is Badger, Browning & Hersey, New York.

TOPS IN KNOXVILLE ... as Usual!

HOOPER REPORT (Nov.-Dec., 1942)
Shows WNOX, Now as Always Before,
TOPS With Knoxville Listeners . . .

	WNOX	"B"	"C"	Others
Morning Index	52.2	23.1	24.5	0.2
Afternoon Index	43.9	17.6	38.2	0.3
Evening Index	43.5	38.4	16.5	1.6

WNOX

CAN SELL FOR YOU IN East Tennessee, Northern Georgia, Northwestern South Carolina, Western North Carolina, Southwestern Virginia and Southern Kentucky AS WELL AS IN KNOXVILLE!

SCRIPPS-HOWARD RADIO, INC. . . . . affiliated with THE KNOXVILLE NEWS-SENTINEL

CBS Represented By THE BRANHAM COMPANY

WCKY has te

FIFTY GRAND

XUM

te STRONGEST SIGNAL...

"And We Quote..."

"Your signal very strong. I listen to your programs often."
PHILLIP ROCHE
Halifax, N. S., Canada

"Your station comes in evenings better than our locals."
FRANK A. SANLENAS
Worcester, Mass.

"WCKY is the most reliable and consistent of out-of-town stations for me."
R. KRIST
New York City

"WCKY puts a strong signal in here all day."
JAMES G. WEDEWER
Dyersville, Iowa

"I hear you better than any other CBS station."
E. L. COX
Winston Salem, N. C.

"Your signal one of the best on the dial day and night."
OLIVER C. LINEBACK
Nelsonville, Tenn.

"WCKY sends the best Cincinnati signal into my radio."
BENNY MILLER
Spring City, Tenn.

"Receive your programs as plain as if I were in Cincinnati."
CARRIE L. MITCHELL
Leesburgh, Fla.

"I am a continuous listener to your station."
AUGUSTIN BENITEZ
Habana, Cuba

"Picked up your 06:00 A. M. broadcast yesterday just before I went to bed last night, at 09:00 P. M. Was surprised to receive your station with such clarity with my ordinary small portable radio, 'way out here in the Solomon Islands, on Guadalcanal."
DON McCAFFERTY, LT., U.S.M.C.
Marine Corps Unit 190
Care A.P.O. San Francisco,

"Your station only American station coming in during summer months."
DESMOND L. LEPIN
New Zealand

"Receive your station on a two tube receiver."
M. ENRIGHT
New Zealand

"Listen frequently to your programs and reception usually very good here at East Base, United States Antarctic Service."
ROBERT PALMER
East Base, Antarctic

IN POWER · C B S

XUM

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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Telephone—MEtropolitan 1022

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J. FRANK BEATTY, Managing Editor • J. N. (Bill) BAILEY, News Editor
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BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director

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Widely proclaimed as radio's biggest problem for the new year has been the plight of the smaller stations—radio's so-called ill-fed, ill-clothed one-third. There isn't any question that smaller stations are in the most precarious position. So it has been with the smaller newspapers and small business generally. The newspaper trade press reports that 70 dailies suspended in 1942. About half suspended and the others went weekly or semi-weekly.

In radio, six stations suspended, with the ultimate reason purely economic. Seven others didn't follow through on construction permits, or were denied extensions, but these were not mortalities since they weren't on the air anyway. WJWC, the John W. Clarke-Marshall Field station in Chicago, also proposes to turn in its license, but in this case the war-born freeze orders evidently dictated the action.

There's talk about encouraging national advertisers to buy these smaller outlets to insure their continued operation. Failure to accomplish that, we hear, may force the Government by some means, direct or indirect, to subsidize such stations. That would be a calamity. The reasons are well-known, or should be, to every broadcaster.

Based on available data, it appears that the small station plight is not entirely economic. Probably the greatest headache is manpower. While relief has been afforded in some measure through declaration of radio as an essential industry, local draft boards still are not under rigid mandate to exempt or defer vital station personnel. And we know of no way to prevent smaller station people from "graduating" to the big leagues.

If the Government surveys now being jointly conducted by the FCC and the OWI reveal there are no more "losers" among stations in 1942 than last year (as we now suspect it will) then the problem won't be as serious as at first thought. Moreover, the records show there are a fixed number of "chronic" losers in poor markets, or markets operated as subsidiaries of otherwise profitable businesses.

National advertisers won't buy time or space on a purely eleemosynary basis. They're hard-bitten business people, in highly competitive fields. Most of these secondary outlets have something to sell, just as do the smaller newspapers. But they've never successfully sold it. Those in impossible markets, otherwise covered, and which have never made money, can only be pegged as poor investments.

In every pursuit, where the fundamentals of earning a living are present and where there is resourceful management, ends are made to meet, whatever the contingency. Otherwise, in wartime or peace, it's simply a case of fighting windmills.

Davis–War Voice

ELMER DAVIS, one of ralio's best known and most authoritative voices, returns to the air. The former radio analyst goes on a regular 15-minute schedule over all networks as Director of the Office of War Information and Government official spokesman.

We know Mr. Davis' return will be welcomed. His simple, sincere, earthy commentaries won for him perhaps the most consistent audience held by any news analyst. But we believe a mistake has been made in aligning all networks for the series. It amounts to forced listening. Mr. Davis made his reputation over a single network by attracting audience. It seems to us this new series, highly desirable as it is, could be rotated over the several networks, with independent stations tieing in wherever feasible.

Universal hookups, in our judgment, should be reserved to the President of the United States, or to broadcasts of transcendental importance. They occur spontaneously, as special events. They are the best that radio has to offer. Mr. Davis is entitled to that best, but it seems to us the universal hookup should be reserved for extraordinary occasions. The universal hookup is radio's loudest voice. If used on regular schedule, its value for special occasions will be lost.

There's another aspect, too! No matter what degree of care may be exercised, there are bound to be Congressional repercussions. This is a political year. Inevitably, statements made by any Government spokesman betimes will be challenged by the political opposition. It goes without saying that members of the Senate, and perhaps others in public life, will demand equal treatment from radio.

Broadcasters know that talk in overdoses repels rather than encourages listening. The paramount consideration, if maximum results are to be achieved in the war effort, is maintenance of balanced schedules.

Points From Pennies

MORE than a mere million pennies have come from the famous crack that Ralph Edwards made when Mrs. Mullane didn't know how many Henrys had been kings of England.

The false answer that inspired a nation to bury the Mullane household in an avalanche of pennies served also to remind those who frame radio sales messages that it isn't necessary to swing bludgeons across listeners' ears.

Mr. Edwards little knew the consequences when he penalized Mrs. Mullane on the Jan. 23 *Truth or Consequences* program by suggesting that listeners send her one-cent contributions for her 17-year-old boy in the Marines. And the chances are that Procter & Gamble and NBC promptly forgot the matter.

They were forcibly reminded of it, though, when the deluge of mail started. Day after day the pennies came by the bagfull and even truckload. Right now the West Brighton postoffice on Staten Island is bulging at the seams with pennies from the public.

To those who adhere to the theory that you've got to slug them hard and often to dent the craniums of a hundred million radio followers, the Mullane saga offers an interesting study. For Mr. Edwards merely made a quick suggestion and went on to the next contestant.

He didn't tell listeners 10 times to take a pencil and note carefully that Mrs. Mullane, spelled M-U-L-L-A-N-E, lived at West Brighton, spelled W-E-S-T—well, you get the idea. Nor did he add: "Why not write Mrs. Mullane now (M-U-L-L-A-N-E) and send her a penny, only one tiny penny, and remember the address W-E-S-T etc."

Curiously, one of radio's worst public kickbacks is coming right now from a knock-'em-out plug that bids to give all advertising a black eye. All America may be chanting about the meritorious tunes that are moving to Carnegie Hall. Certainly the American Tobacco Co. is chanting it, and often. But unfortunately the reaction has been brutal. And unfortunately radio is taking the worst rap, though all media catch a share of the socks. Even advertising folk are taking up the cudgels against their own profession, yet the chant goes on and on, just like the jingle about chromatic alteration of the Luckies jacket.

If the advertiser has a message, and if he can interest the listener—if he can meet these basic advertising requirements it won't be necessary to harangue and harrass the great American public.

We Pay Our Respects To —

HASSEL WENDELL SMITH

BELIEVING in a wider use for "reason why" copy, Hassell Wendell Smith, vice-president in charge of radio for Botsford, Constantine & Gardner, West Coast advertising agency, today applies some of the fundamentals to advertising he learned in college more than three decades ago. He is a firm advocate of the student approach to radio and advertising problems.

Born in Princeton, Ind., May 4, 1889, he received his early education in that city's public schools. In high school Hassel was art editor of his school paper, winning a gold medal for one of his cover illustrations. He graduated from Northwestern U in 1911 with an A. B. degree, having majored in economics, business administration and advertising.

The young fellow worked his way through college by a succession of jobs, which ranged from stoking furnaces to supervising selection and purchase of piano player rolls for the music room of the Evanston library. Between work and study, he found time to join the debating team; become business manager of *Syllabus*, college yearbook, and also university representative at the Washington (D. C.) intercollegiate civic league conference in 1910. His last year brought membership in Deru, senior honor society for men who contributed most to the university during their four years.

Following graduation, Hassel entered the business world as a cub copywriter for Mahin Adv., Chicago, then one of the largest agencies in the country. Hired by Bert Presba, now president of Presba, Fellers & Presba, young Smith had worked as copyist for six months when John Lee Mahin, agency president, named him account executive succeeding Herbert Irving, resigned.

In the spring of 1915 Mr. Smith joined Kirsch Mfg. Co., Sturgis, Mich., as sales and advertising manager. Four years later he moved to Denver and established a sales agency for several eastern dry goods manufacturers. He joined Buckingham & Hecht, San Francisco shoe manufacturers, in 1921, but two years later returned to the Kirsch firm in Michigan as assistant to the president in charge of sales and advertising.

Mr. Smith and his family returned to San Francisco in 1930 and for the next two years he held several posts, including one with Hamman-Lesan Adv. During that period Hassel Smith saw the possibilities of radio as an advertising medium and in January 1932 he joined the Don Lee Broadcasting System as sales manager of KFRC, San Francisco.

He joined Long Adv. Service in December 1935, establishing San Francisco offices, and in December 1941 he became affiliated with Botsford, Constantine & Gardner as radio director. Seven months later he was placed in charge of the Los Angeles office and only last December was elected vice-president in charge of radio. In that capacity he services such accounts as National Biscuit Co. for Western states; Foreman & Clark, chain clothiers, as far east as Kansas City; Tillamook County Creamery Assn.; Wellman-Peck Co., food products; and George W. Caswell Co., coffee.

Lanky, 6 feet, 2 inches, with brownish grey hair, Hassel Wendell Smith has an easy geniality which has been compared to that of the late Will Rogers. His humor is on the whimsical side.

He married a classmate, Helen Adams, June 24, 1914, at Belvedere, Ill., following a college romance. The Hassel Smiths currently make their home on a 1½ acre garden spot in Montebello, Cal. Their two sons, Hassel Jr., an artist, and Lewis, a commercial photographer now in war work, are both married.

Gardening—and that not limited to vegetables—is Hassel's admitted hobby. His suburban home boasts some 250 species of choice roses and every known type of fuchsia. An ardent reader, his tastes follow out college interests and center about social and economic problems of the day. Not a "joiner", Hassel protests that with a strict regimen of work there is little time for recreation outside of reading and plant cultivation, but he admits he loves it!

Personal NOTES

AL SHEHAN, assistant general manager of WCCO, Minneapolis, recently married Miss Bee Bailey, daughter of Mrs. B. M. Levitan of Minneapolis, and staff organist of WCCO.

FRANCE RAINE Jr., son of France Raine, radio editor of the Cincinnati *Times-Star*, and news-o-graph operator of WCKY, Cincinnati, was called to military service last week. He had been attending the U of Cincinnati.

SYDNEY GAYNOR, general sales manager of Don Lee, Hollywood, is father of a girl born Jan. 24.

ALVIN BRAMSTEDT has returned to KFAR, Fairbanks, Alaska, as assistant manager, after three months at KSFO, San Francisco.

IRVIN BORDERS, copy chief of CBS Hollywood West Coast sales promotion department, as guest speaker at the combined meeting of Fresno (Cal.) Adv. & Sales Club, Junior Chamber of Commerce, Exchange Club and Engineer's Club, discussed "Public Relations for the American Way" Feb. 4. Mr. Borders is a vice-president and director of the Los Angeles Ad Club.

J. W. G. CLARK, chief of information, Dept. of National Defense, Ottawa, on loan from the Toronto office of Cockfield, Brown & Co., Ltd., advertising agency, is in England to discuss public relations with Army, Navy and Air Force authorities.

IRVIN R. BAKER, RCA transmitter sales executive, is father of a boy, born Jan. 4.

PAUL S. WILSON, formerly of Radio Adv. Corp., New York, Radio Sales, Chicago office, and the New York office of United Press, has been appointed head of the New York office of William G. Rambeau Co., station representative.

EUGENE CORCORAN, vice-president of The Branham Co., Chicago, is father of a boy born Jan. 28.

EUGENE SPECK, formerly assistant news editor of NBC and a foreign correspondent, has joined the overseas bureau of the Office of War Information.

SYDNEY GAYNOR, sales manager of the Don Lee Broadcasting System, is the father of a girl born Jan. 24.

EDGAR KOBAK, BLUE executive vice-president, has been elected a trustee of the Engineer's Club of New York.

MARK JOHNSON, formerly in the insurance business in Savannah, has joined WSAV, Savannah, as advertising account executive, succeeding Dr. John P. Dyer, who was recently appointed regional Price Administrator for the OPA.

GEORGE L. MOSKOVICS, Pacific Coast sales promotion manager of CBS Hollywood, as guest speaker of the Fresno (Cal.) Rotary Club on Feb. 1, discussed "Radio's Place in the Advertising Picture under War Conditions".

BEN B. SANDERS, time salesman of WNOX, Knoxville, is father of a boy, born Jan. 12.

ADRIAN FLANTER, salesman of WHN, New York, is the father of a baby girl.

HUGH FELTIS, of BLUE station relations department, became the father of a second girl born Jan. 29.

ROBERT GLASS has been appointed commercial manager of WFBC, Greenville, S. C., replacing William H. Clews, who is studying at Curtiss-Wright Tech., Glendale, Cal. Avesta Sutton has been added to the commercial staff.

HERB CHASON, advertising and sales promotion manager of WHN, New York, is engaged to Phoebe Weinstein, of Harrison, N. Y.

COL. DAVID SARNOFF, president of RCA, spoke Feb. 11 at the monthly meeting of the New York State Chamber of Commerce on "Post-War Horizons" and the speech was broadcast over WJZ, 1-1:30 p.m.

JOHN W. ELWOOD, general manager of KPO, San Francisco, has been elected a director of San Francisco's Downtown Assn.

M. R. (Dick) TENNERSTEDT, formerly of the Chicago sales staff of William G. Rambeau Co., has joined the local and spot sales department of NBC Central division, replacing Robert M. Flanigan, recently inducted into the Army.

BEHIND the MIKE

RICHARD HARKNESS, a morning newscaster on NBC for the past year, begins a five-weekly news program on NBC, 11:15 p.m., originating in Washington. Mr. Harkness came to NBC from the Philadelphia *Inquirer's* Washington Bureau. He had previously been with United Press.

TED STEELE, currently serving in an advisory capacity on music to the Atlantic Coast Network, is conducting his own Sunday evening program of songs popular in the 1920's on WOR, New York. Mr. Steel sings, m.c.'s, conducts his own orchestra and plays the Novachord.

CARL MANNING, a freelance writer who has been doing the *Truth or Consequences* program on NBC, has replaced Jay Sommers on the script writer's staff of BLUE. Sommers has been relieved of staff duties because of commercial commitments, which include MGM's BLUE program, *The Lion's Roar*.

NORMAN BARASCH, BLUE page who did script writing, left last week to join the Army Air Forces.

ROGER BOWMAN, announcer of WHN, New York, has moved to the station's FM outlet, Palisades, N. J. Announcers Bob Benson, formerly of KYW, Philadelphia, and Bill Pernell, of CBS, have joined WHN.

JUDY CHATTERTON, former teacher in the English Dept. of Garrison Forest school, Md., has joined the Atlantic Coast Network as receptionist.

JEANNE DOYLE, daughter of J. E. (Dinty) Doyle, publicity director of WABC, New York, has joined the SPARS, Women's Coast Guard Auxiliary.

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BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director

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The year's overall result for advertising appears to have been a drop of 5%. Radio advertising alone shows a gain—6.1% over its 1941 net time sales. This is shown in BROADCASTING'S 1942 analysis of industry revenue reported in this issue, and based upon its 1942 *Yearbook* compilation, now in production. But the gain is not as impressive as it seems at first blush. It was about half the improvement of 13.3% recorded in 1941 over 1940.

Widely proclaimed as radio's biggest problem for the new year has been the plight of the smaller stations—radio's so-called ill-fed, ill-clothed one-third. There isn't any question that smaller stations are in the most precarious position. So it has been with the smaller newspapers and small business generally. The newspaper trade press reports that 70 dailies suspended in 1942. About half suspended and the others went weekly or semi-weekly.

In radio, six stations suspended, with the ultimate reason purely economic. Seven others didn't follow through on construction permits, or were denied extensions, but these were not mortalities since they weren't on the air anyway. WJWC, the John W. Clarke-Marshall Field station in Chicago, also proposes to turn in its license, but in this case the war-born freeze orders evidently dictated the action.

There's talk about encouraging national advertisers to buy these smaller outlets to insure their continued operation. Failure to accomplish that, we hear, may force the Government by some means, direct or indirect, to subsidize such stations. That would be a calamity. The reasons are well-known, or should be, to every broadcaster.

Based on available data, it appears that the small station plight is not entirely economic. Probably the greatest headache is manpower. While relief has been afforded in some measure through declaration of radio as an essential industry, local draft boards still are not under rigid mandate to exempt or defer vital station personnel. And we know of no way to prevent smaller station people from "graduating" to the big leagues.

If the Government surveys now being jointly conducted by the FCC and the OWI reveal there are no more "losers" among stations in 1942 than last year (as we now suspect it will) then the problem won't be as serious as at first thought. Moreover, the records show there are a fixed number of "chronic" losers in poor markets, or markets operated as subsidiaries of otherwise profitable businesses.

National advertisers won't buy time or space on a purely eleemosynary basis. They're hard-bitten business people, in highly competitive fields. Most of these secondary outlets have something to sell, just as do the smaller newspapers. But they've never successfully sold it. Those in impossible markets, otherwise covered, and which have never made money, can only be pegged as poor investments.

In every pursuit, where the fundamentals of earning a living are present and where there is resourceful management, ends are made to meet, whatever the contingency. Otherwise, in wartime or peace, it's simply a case of fighting windmills.

Davis–War Voice

ELMER DAVIS, one of ralio's best known and most authoritative voices, returns to the air. The former radio analyst goes on a regular 15-minute schedule over all networks as Director of the Office of War Information and Government official spokesman.

We know Mr. Davis' return will be welcomed. His simple, sincere, earthy commentaries won for him perhaps the most consistent audience held by any news analyst. But we believe a mistake has been made in aligning all networks for the series. It amounts to forced listening. Mr. Davis made his reputation over a single network by attracting audience. It seems to us this new series, highly desirable as it is, could be rotated over the several networks, with independent stations tieing in wherever feasible.

Universal hookups, in our judgment, should be reserved to the President of the United States, or to broadcasts of transcendental importance. They occur spontaneously, as special events. They are the best that radio has to offer. Mr. Davis is entitled to that best, but it seems to us the universal hookup should be reserved for extraordinary occasions. The universal hookup is radio's loudest voice. If used on regular schedule, its value for special occasions will be lost.

There's another aspect, too! No matter what degree of care may be exercised, there are bound to be Congressional repercussions. This is a political year. Inevitably, statements made by any Government spokesman betimes will be challenged by the political opposition. It goes without saying that members of the Senate, and perhaps others in public life, will demand equal treatment from radio.

Broadcasters know that talk in overdoses repels rather than encourages listening. The paramount consideration, if maximum results are to be achieved in the war effort, is maintenance of balanced schedules.

Points From Pennies

MORE than a mere million pennies have come from the famous crack that Ralph Edwards made when Mrs. Mullane didn't know how many Henrys had been kings of England.

The false answer that inspired a nation to bury the Mullane household in an avalanche of pennies served also to remind those who frame radio sales messages that it isn't necessary to swing bludgeons across listeners' ears.

Mr. Edwards little knew the consequences when he penalized Mrs. Mullane on the Jan. 23 *Truth or Consequences* program by suggesting that listeners send her one-cent contributions for her 17-year-old boy in the Marines. And the chances are that Procter & Gamble and NBC promptly forgot the matter.

They were forcibly reminded of it, though, when the deluge of mail started. Day after day the pennies came by the bagfull and even truckload. Right now the West Brighton postoffice on Staten Island is bulging at the seams with pennies from the public.

To those who adhere to the theory that you've got to slug them hard and often to dent the craniums of a hundred million radio followers, the Mullane saga offers an interesting study. For Mr. Edwards merely made a quick suggestion and went on to the next contestant.

He didn't tell listeners 10 times to take a pencil and note carefully that Mrs. Mullane, spelled M-U-L-L-A-N-E, lived at West Brighton, spelled W-E-S-T—well, you get the idea. Nor did he add: "Why not write Mrs. Mullane now (M-U-L-L-A-N-E) and send her a penny, only one tiny penny, and remember the address W-E-S-T etc."

Curiously, one of radio's worst public kickbacks is coming right now from a knock-'em-out plug that bids to give all advertising a black eye. All America may be chanting about the meritorious tunes that are moving to Carnegie Hall. Certainly the American Tobacco Co. is chanting it, and often. But unfortunately the reaction has been brutal. And unfortunately radio is taking the worst rap, though all media catch a share of the socks. Even advertising folk are taking up the cudgels against their own profession, yet the chant goes on and on, just like the jingle about chromatic alteration of the Luckies jacket.

If the advertiser has a message, and if he can interest the listener—if he can meet these basic advertising requirements it won't be necessary to harangue and harrass the great American public.

We Pay Our Respects To —

HASSEL WENDELL SMITH

BELIEVING in a wider use for "reason why" copy, Hassell Wendell Smith, vice-president in charge of radio for Botsford, Constantine & Gardner, West Coast advertising agency, today applies some of the fundamentals to advertising he learned in college more than three decades ago. He is a firm advocate of the student approach to radio and advertising problems.

Born in Princeton, Ind., May 4, 1889, he received his early education in that city's public schools. In high school Hassel was art editor of his school paper, winning a gold medal for one of his cover illustrations. He graduated from Northwestern U in 1911 with an A. B. degree, having majored in economics, business administration and advertising.

The young fellow worked his way through college by a succession of jobs, which ranged from stoking furnaces to supervising selection and purchase of piano player rolls for the music room of the Evanston library. Between work and study, he found time to join the debating team; become business manager of *Syllabus*, college yearbook, and also university representative at the Washington (D. C.) intercollegiate civic league conference in 1910. His last year brought membership in Deru, senior honor society for men who contributed most to the university during their four years.

Following graduation, Hassel entered the business world as a cub copywriter for Mahin Adv., Chicago, then one of the largest agencies in the country. Hired by Bert Presba, now president of Presba, Fellers & Presba, young Smith had worked as copyist for six months when John Lee Mahin, agency president, named him account executive succeeding Herbert Irving, resigned.

In the spring of 1915 Mr. Smith joined Kirsch Mfg. Co., Sturgis, Mich., as sales and advertising manager. Four years later he moved to Denver and established a sales agency for several eastern dry goods manufacturers. He joined Buckingham & Hecht, San Francisco shoe manufacturers, in 1921, but two years later returned to the Kirsch firm in Michigan as assistant to the president in charge of sales and advertising.

Mr. Smith and his family returned to San Francisco in 1930 and for the next two years he held several posts, including one with Hamman-Lesan Adv. During that period Hassel Smith saw the possibilities of radio as an advertising medium and in January 1932 he joined the Don Lee Broadcasting System as sales manager of KFRC, San Francisco.

He joined Long Adv. Service in December 1935, establishing San Francisco offices, and in December 1941 he became affiliated with Botsford, Constantine & Gardner as radio director. Seven months later he was placed in charge of the Los Angeles office and only last December was elected vice-president in charge of radio. In that capacity he services such accounts as National Biscuit Co. for Western states; Foreman & Clark, chain clothiers, as far east as Kansas City; Tillamook County Creamery Assn.; Wellman-Peck Co., food products; and George W. Caswell Co., coffee.

Lanky, 6 feet, 2 inches, with brownish grey hair, Hassel Wendell Smith has an easy geniality which has been compared to that of the late Will Rogers. His humor is on the whimsical side.

He married a classmate, Helen Adams, June 24, 1914, at Belvedere, Ill., following a college romance. The Hassel Smiths currently make their home on a 1⅓ acre garden spot in Montebello, Cal. Their two sons, Hassel Jr., an artist, and Lewis, a commercial photographer now in war work, are both married.

Gardening—and that not limited to vegetables—is Hassel's admitted hobby. His suburban home boasts some 250 species of choice roses and every known type of fuchsia. An ardent reader, his tastes follow out college interests and center about social and economic problems of the day. Not a "joiner", Hassel protests that with a strict regimen of work there is little time for recreation outside of reading and plant cultivation, but he admits he loves it!

Personal NOTES

AL SHEHAN, assistant general manager of WCCO, Minneapolis, recently married Miss Bee Bailey, daughter of Mrs. B. M. Levitan of Minneapolis, and staff organist of WCCO.

FRANCE RAINE Jr., son of France Raine, radio editor of the Cincinnati *Times-Star*, and news-o-graph operator of WCKY, Cincinnati, was called to military service last week. He had been attending the U of Cincinnati.

SYDNEY GAYNOR, general sales manager of Don Lee, Hollywood, is father of a girl born Jan. 24.

ALVIN BRAMSTEDT has returned to KFAR, Fairbanks, Alaska, as assistant manager, after three months at KSFO, San Francisco.

IRVIN BORDERS, copy chief of CBS Hollywood West Coast sales promotion department, as guest speaker at the combined meeting of Fresno (Cal.) Adv. & Sales Club, Junior Chamber of Commerce, Exchange Club and Engineer's Club, discussed "Public Relations for the American Way" Feb. 4. Mr. Borders is a vice-president and director of the Los Angeles Ad Club.

J. W. G. CLARK, chief of information, Dept. of National Defense, Ottawa, on loan from the Toronto office of Cockfield, Brown & Co., Ltd., advertising agency, is in England to discuss public relations with Army, Navy and Air Force authorities.

IRVIN R. BAKER, RCA transmitter sales executive, is father of a boy, born Jan. 4.

PAUL S. WILSON, formerly of Radio Adv. Corp., New York, Radio Sales, Chicago office, and the New York office of United Press, has been appointed head of the New York office of William G. Rambeau Co., station representative.

EUGENE CORCORAN, vice-president of The Branham Co., Chicago, is father of a boy born Jan. 28.

EUGENE SPECK, formerly assistant news editor of NBC and a foreign correspondent, has joined the overseas bureau of the Office of War Information.

SYDNEY GAYNOR, sales manager of the Don Lee Broadcasting System, is the father of a girl born Jan. 24.

EDGAR KOBAK, BLUE executive vice-president, has been elected a trustee of the Engineer's Club of New York.

MARK JOHNSON, formerly in the insurance business in Savannah, has joined WSAV, Savannah, as advertising account executive, succeeding Dr. John P. Dyer, who was recently appointed regional Price Administrator for the OPA.

GEORGE L. MOSKOVICS, Pacific Coast sales promotion manager of CBS Hollywood, as guest speaker of the Fresno (Cal.) Rotary Club on Feb. 1, discussed "Radio's Place in the Advertising Picture under War Conditions".

BEN B. SANDERS, time salesman of WNOX, Knoxville, is father of a boy, born Jan. 12.

ADRIAN FLANTER, salesman of WHN, New York, is the father of a baby girl.

HUGH FELTIS, of BLUE station relations department, became the father of a second girl born Jan. 29.

ROBERT GLASS has been appointed commercial manager of WFBC, Greenville, S. C., replacing William H. Clews, who is studying at Curtiss-Wright Tech., Glendale, Cal. Avesta Sutton has been added to the commercial staff.

HERB CHASON, advertising and sales promotion manager of WHN, New York, is engaged to Phoebe Weinstein, of Harrison, N. Y.

COL. DAVID SARNOFF, president of RCA, spoke Feb. 11 at the monthly meeting of the New York State Chamber of Commerce on "Post-War Horizons" and the speech was broadcast over WJZ, 1-1:30 p.m.

JOHN W. ELWOOD, general manager of KPO, San Francisco, has been elected a director of San Francisco's Downtown Assn.

M. R. (Dick) TENNERSTEDT, formerly of the Chicago sales staff of William G. Rambeau Co., has joined the local and spot sales department of NBC Central division, replacing Robert M. Flanigan, recently inducted into the Army.

BEHIND the MIKE

RICHARD HARKNESS, a morning newscaster on NBC for the past year, begins a five-weekly news program on NBC, 11:15 p.m., originating in Washington. Mr. Harkness came to NBC from the Philadelphia *Inquirer's* Washington Bureau. He had previously been with United Press.

TED STEELE, currently serving in an advisory capacity on music to the Atlantic Coast Network, is conducting his own Sunday evening program of songs popular in the 1920's on WOR, New York. Mr. Steel sings, m.c.'s, conducts his own orchestra and plays the Novachord.

CARL MANNING, a freelance writer who has been doing the *Truth or Consequences* program on NBC, has replaced Jay Sommers on the script writer's staff of BLUE. Sommers has been relieved of staff duties because of commercial commitments, which include MGM's BLUE program, *The Lion's Roar*.

NORMAN BARASCH, BLUE page who did script writing, left last week to join the Army Air Forces.

ROGER BOWMAN, announcer of WHN, New York, has moved to the station's FM outlet, Palisades, N. J. Announcers Bob Benson, formerly of KYW, Philadelphia, and Bill Pernell, of CBS, have joined WHN.

JUDY CHATTERTON, former teacher in the English Dept. of Garrison Forest school, Md., has joined the Atlantic Coast Network as receptionist.

JEANNE DOYLE, daughter of J. E. (Dinty) Doyle, publicity director of WABC, New York, has joined the SPARS, Women's Coast Guard Auxiliary.

BESSIE DIMPAPAS, new to radio, has joined the staff of KWK, St. Louis, as assistant to the traffic manager.

VIVIAN ACORD, former sales department secretary of Don Lee Broadcasting System, Hollywood, has resigned to join the Red Cross overseas division.

GEORGE KEINZLE, formerly of WDEL, Wilmington, Del., has joined the announcing staff of WSBA, York, Pa. Mary Nell Kling, in charge of a consumer information program *Don't Listen Men*, has been given charge of the consumer interest division of the Civilian Defense Volunteer Services in York.

PHILIP GOULDING, announcer of WEEI, Boston, CBS outlet, has joined the network's announcing staff in New York.

PAUL NEILSON, of the New York staff of Press Assn., AP radio subsidiary, has succeeded Ken White as chief of the Denver PA bureau. Ken White is entering the Army.

MAC C. MATHESON, former traffic director of Arizona network and now in the Army Air Forces, has been promoted to sergeant and is stationed at Roswell Air Force School, N. M.

LEE BUELOW, formerly with World Broadcasting System, has joined the NBC transcription department.

MITZI KORNETZ, former trade paper editor and copy chief of WTAG, Worcester, has been appointed publicity director. Philip Jasen, who has handled local publicity, has been appointed promotional director. Pierrina Zampatti, of the continuity department, has been made chief copywriter, and John Dowell, script writer, transferred to continuity staff. Madeline Sohlstrom, of the program department, has been appointed script editor.

Douglas Young

DOUGLAS YOUNG, former member of the KMTR Hollywood Matinee Playhouse Guild, was killed in action during the Coral Sea offensive. As a memorial to him, the dramatic group sold enough War Bonds to buy two anti-aircraft guns. Now they are out to sell enough Bonds to buy a bomber, according to Robert Bice, director.

JOSEPH PIATKIEWICZ, news writer, and Charles Cormier, accountant, of WGN, Chicago, have recently joined the Army as aviation cadets.

WOODROW MAGNUSON, program manager of WHBF, Rock Island, is delivering a series of four lectures to the radio-speech classes of Augustana College, Rock Island.

CHARLES SEBASTIAN, former staff announcer of WHBF, Rock Island, has been appointed news editor, succeeding Howard Emich, now with United Press, Indianapolis.

ZALA LANPHERE, former traffic manager of WGIL, Galesburg, Ill., has joined the program department of WHBF, Rock Island, Ill.

LES MITCHELL, producer of WBBM, Chicago, has been appointed assistant program director of the station.

DANNY DEE, formerly of NBC, has joined WMCA, New York, as announcer.

ELEANOR BOYD WHITELAW, continuity writer and women's program director of WMOB, Mobile, has taken on additional duties as relief announcer. Jim McNamara, announcer, has reported for duty in the Naval Reserve. Frank McKibben, a college student, replaces him.

BOB SHINBAUM, announcer of WNOX, Knoxville, Tenn., has joined the staff of WSM, Nashville. Newcomers to WNOX are Charles Greenlese, new to radio; and Bill Orlean, formerly of the Chicago Board of Education's radio council, and announcer on mid-west stations.

FRANK McLOGAN, announcer of WJR, Detroit, has reported to the army flying school at Miami, Fla.

SAM WOODALL JR., staff announcer of WRVA, Richmond, Va., is training as an aviation cadet in the Army Air Forces.

JIMMIE BRIDGES, assistant production manager, and Charles McClure, merchandising director of WSB, Atlanta, have reported to Miami Beach, Fla., for training in the Army Air Forces.

BLAINE CORNWELL, program director of KMOX, St. Louis, is father of a girl, born Jan. 17.

JOYCE HALSEY has joined the announcing staff of KFYO, Lubbock, Tex., also replacing her brother, Hop, as announcer of the Halsey drug store program.

HAROLD ALLEN, formerly of WBNS, Columbus, is now on active duty in the Navy. Bill Cook, former announcer, is attending Officers' Candidate School at Camp Davis, N. C.

GEORGE DOBSON, program director of CKBI, Prince Albert, Sask., Canada, is leaving to join the M & C Aviation Co.

BERNIE BARTH, announcer of WFIL, Philadelphia, and Kathleen Doran, of Sturgis, S. D., have announced their engagement, with the wedding set for June. Annemarie Ehlers of the station's continuity department and Robert Sefcik of Detroit, also have announced their engagement.

MALCOLM CHILDR, freelance announcer and producer, has joined WLIB, Brooklyn, as announcer.

PHILIP GOULDING, announcer of WEEI, Boston, will join the announcing staff of CBS New York on Feb. 1.

WILLIAM H. HESSLER, newscaster of WLW, Cincinnati, and one of the WLW commentators who broadcast *Views On The News*, a Sunday roundtable discussion of news developments, has received a commission in the U. S. Naval Reserve. He will be sent to Dartmouth College where he will specialize in military government. Bud Ingalls, of the WLW-WSAI accounting department, is leaving to join the Army.

LARRY WALKER, formerly of WIOD, Miami, where he and Mrs. Walker broadcast a daily variety program, has joined the announcing staff of WBT, Charlotte, N. C.

RALPH MADDOX, production manager of WFAA-KGKO, Dallas, has been made assistant to the program director.

STATE GUARDS at WLAC, Nashville, are (l to r): Capt. Oscar Griffin, operator; 2nd Lt. Robert Maddux, merchandise manager; 1st Lt. Herman Grizzard, announcer; Master Sgt. Charles Nagy, music director. These staff members are performing volunteer services in the Tennessee State Guard.

KAY OWSLEY, continuity editor of WBT, Charlotte, N. C., was married Dec. 4 to Sgt. Thomas S. Glass, former football star of Tulane U.

ROD BELCHER, former news editor of KGVO, Missoula, Mont., is now attached to the public relations department of Paine Field, Everett, Wash. John Harmon of the commercial department recently married Virginia Davidson of Spooner, Wis.

EARLE STEELE, formerly of WPRO, Providence, and chief announcer of WTHT, Hartford, has joined the announcing staff of WTAG, Worcester.

JOE KING, former announcer of WJSV, Washington, has joined the staff of CBS, New York.

MRS. BEATRICE GOODRICH, formerly of the women's department of the Washington *Post*, has joined the staff of WJSV, Washington, as assistant director of women's programs.

MIKE GOLDWIRE, formerly with the Macon office of the U. S. Employment Service, and Bill Brownlee, of Atlanta, have joined the announcing staff of WBML, Macon.

CHARLES DAVID, announcer of WOV, New York, has joined the Army Air Forces. Aldea Maurino has joined the sound effects staff.

WILSON EDWARDS, announcer of KFI-KECA, Los Angeles, portrays a sportscaster in the RKO film, "Ladies Day".

JAY JONES, of the guest relations department of NBC central division, has joined the Army Air Forces.

EDWARD D. ALLEN JR., formerly of WGN, Chicago, has joined NBC Chicago, succeeding Dave Garroway, recently commissioned an ensign in the Navy.

NORMAN BARRY, staff announcer of NBC Chicago, has been commissioned a lieutenant (j.g.) in the Navy. On Feb. 1 he reported to Dartmouth U.

There Can Only Be ONE REASON!

When . . .

BULOVA WATCH COMPANY (through the Biow Company) adds *only* WLIB to its schedule for 1943 . . .

and when . . .

PEPSI-COLA (through Newell-Emmett) adds *only* WLIB in New York for 1943 . . .

There can be only ONE reason . . . WLIB's programs of "the popular classics with a blend of the modern . . . and news" reach a responsive market that *none* of our contemporaries consistently serve.

And here's MORE food for thought—and ACTION: WLIB is still maintaining the LOWEST RATE for effective coverage of the New York buying market.

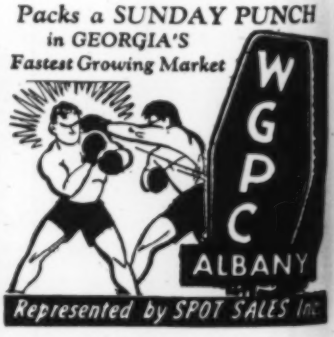
RKO Building, New York
Chicago Representative—THE WALKER CO.

NEW YORK'S
WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener In the Tri-City Area
TROY - ALBANY- SCHENECTADY
WTRY
TROY, NEW YORK
1000 Watts at 980 Kc.
The ONLY Basic BLUE Station In Eastern New York
Represented by RAYMER

Packs a SUNDAY PUNCH in GEORGIA'S Fastest Growing Market



Represented by SPOT SALES Inc.

STUART WAYNE has returned to the announcing staff of KYW, Philadelphia, after being ill with a throat infection.

WARREN ROBINSON, musical director of CFCH, North Bay, Ont., has been transferred to CKGB, Timmins, Ont. Cy Strange, announcer of CKGB, has moved to CKWS, Kingston, Ont.

JANE DAY of the WIBC, Indianapolis, continuity department has been appointed traffic manager, replacing Joe Ann Shay, resigned to assume home-making duties. Byron Taggert, announcer, has been promoted to assistant program director.

FRED WILLSON, former continuity editor of WIND, Chicago, has been appointed program director of the station's Gary, Ind., studios, succeeding Robert Diller, now in the Army. Florence Folsom, formerly of Aubrey, Moore & Wallace, Chicago, and WAAF, Chicago, takes over the post.

DICK TERRY, former announcer of KMTR, Hollywood, is father of a boy born in New York Jan. 24. Mother is the former June Preisser, film actress.

LUCILLE MOSES, commentator and traffic manager of KERN, Bakersfield, Cal., has joined the publicity department of BLUE Hollywood.

HARRIET ROSEN, formerly of the research department of the U of Chicago, has joined the continuity staff of WJJD, Chicago.

HARRY CREIGHTON, former staff announcer of WHBF, Rock Island, has been honorably discharged from the Army because of physical injury, and has rejoined WHBF.

FRANCES O'BRIEN, a member of the staff of Tom Fizdale Inc., New York, is on leave until Sept. 1.

JOHN STEBBINS, former announcer of WDAY, Fargo, N. D., has joined the announcing staff of KOB, Albuquerque, N. M.

BEN QUICK, formerly with an Atlanta station and Kenneth Wolfe, of Savannah, have joined the announcing staff of WTOC, Savannah, Mr. Wolfe dividing time with sales. Mary Lou Mullen, with former network affiliations, has joined the continuity department.

ALBERTA ROBERTSON, head of the continuity department of WSAV, Savannah, has also been appointed war program manager.

ROY KERNS, chief announcer of WKY, Oklahoma City, has been inducted into the Army. Charles Welch, formerly of KFBI, Wichita, Kan., replaces him. Scott Bishop, chief of continuity, is author of new BLUE feature *Strange Dr. Karnac*. He also authored *Dark Fantasy*, former WKY origination to NBC.

HARVEY CAREY, former staff announcer of WBBM, Chicago, has joined the Army Air Forces and is stationed at Atlantic City.

LEONARD DAVIDSON, statistician in the Chicago office of Keystone Broadcasting System, has been granted a leave of absence to join the War Labor Board in Chicago as associate economist.

FROM EDUCATION to public relations is the transition the war brought about for Lt. (jg) Hazel Kenyon Markel, now on duty in the Navy Public Relations Office, Washington. She was educational director of KIRO, Seattle, before joining the WAVES.

CHET HUNTLEY, special events announcer of CBS Hollywood, is narrator on a War Dept. training film which will be used by the 85th armored division for instruction of officers and men in use of combat equipment.

NED LEFEVRE, former announcer of NBC Chicago, now a Chief Petty Officer in the Coast Guard, has been assigned to the Chicago Coast Guard District.

DICK JOY, Hollywood announcer, has been assigned to the twice-weekly quarter-hour program, *Harry W. Flannery-News Commentator*, sponsored by Planters Nut & Chocolate Co., on seven CBS Pacific stations.

CLARA GROVES, in charge of program tickets for NBC, Hollywood, has been made a sound effects technician.

GEORGE PROVOL, program director of KDYL, Salt Lake City, has been appointed by the Salt Lake City Junior Chamber of Commerce to handle the radio phase of a drive, in which all three local stations will participate, to secure used athletic equipment for the smaller army camps of that region.

MRS. ESTHER BALDWIN has joined the publicity staff of WCCO, Minneapolis, replacing Lelia Gillis.

NARDA STOKES, formerly of KTUL, Tulsa, has joined the continuity staff of WKY, Oklahoma City, replacing Dave Garrett who entered the Army.

Grandpops

A NEW baby granddaughter, Evelyn Elizabeth, has caused Hugh A. Cowham, in charge of CBS traffic in New York, to make an extravagant claim to fame—that he, together with Harold E. Fellows, station manager of WEEI, Boston, are the only grandfathers now active in CBS.

GEORGE FENNEMAN, former announcer of KSFO, San Francisco, has joined KGO, San Francisco, replacing Reed Browning, who has been transferred to the Hollywood studios of the BLUE, where he succeeds Abbott Tessman, who recently entered the Army ferrying command.

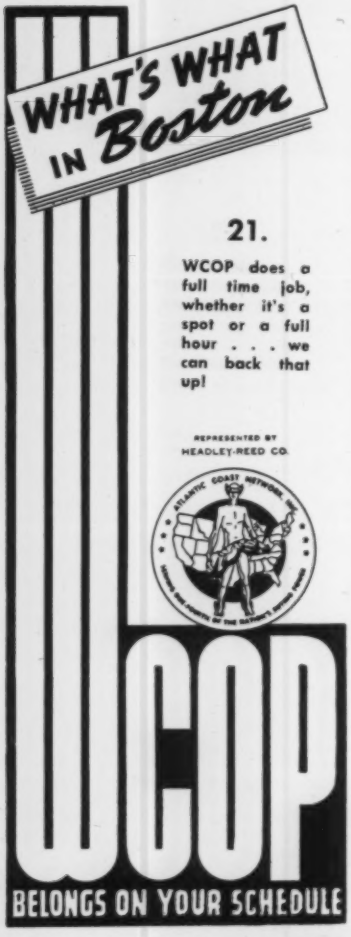
BILL RODDY, announcer of KPO, San Francisco, has signed with the Merchant Marine as radio operator.

ROBERT OGLE, of the guest relations staff of KPO, San Francisco, was recently inducted into the army.

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

LOOK! WTAR CARRIES
ALL 10 of the TOP 10
ALL but 6 of the TOP 25
33 of the first 52 Programs
MORE OF THE NATION'S FAVORITE
PROGRAMS THAN ALL OTHER STATIONS
IN THIS AREA COMBINED
That's why the army of new war-workers (and their families) in the Norfolk Metropolitan Area naturally tune to WTAR for the programs they have always preferred. And these new-comers soon depend on WTAR for most of their radio listening just as old Norfolk residents have been doing for over 19 years.
Top quality programs are one important reason why WTAR regularly influences more listeners in this war-booming area than all other stations combined. Write, for WTAR's complete story of the sales possiblities for your product in this fabulous market.
5,000 WATTS DAY AND NIGHT ★ NBC RED NETWORK
WTAR
NORFOLK VIRGINIA
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.


WHAT'S WHAT IN Boston
21.
WCOP does a full time job, whether it's a spot or a full hour . . . we can back that up!
REPRESENTED BY HEADLEY-REED CO.
WCOP
BELONGS ON YOUR SCHEDULE

JERRY AUSTIN, chief announcer of W73PH, FM adjunct of WPEN, Philadelphia, and assistant news editor of the station, has resigned to enter a jewelry firm in New York. Miss Smith, former continuity writer of WSBA, York, Pa., has joined the announcing staff.

BILL BIRD, copyright head of WHN, New York, has joined the Army, and is stationed at Camp Upton, N. Y.

MARION BASIL, former announcer of WLIB, Brooklyn, has joined WHOM, Jersey City.

MAJ. GEN. PAUL B. MALONE, retired, who served in the Philippines and during World War I in Europe, on Feb. 3 began a daily program of military analysis of news of KGO, San Francisco.

EDDY KING, announcer of KPO, San Francisco, has been inducted into the army. Bill Williams, formerly of WGN, Chicago, replaces him.

BEN COLE, freelance producer of *Student Workshop*, on WLIB, Brooklyn, has joined the station staff. Joan Sack, continuity writer, has been promoted to continuity director. Roger Wayne, production chief, assists Waldo Mayo, musical director.

LINDA MARVIN, heard on WOR, New York, is writing a book to be published shortly under the title, *2002 Time & Money Saving Helpful Hints.*

AL STEVENS, chief announcer, and Mike Hunnicutt of the announcing staff of WFIL, Philadelphia, have joined the volunteer Coast Guard Patrol Reserve in Philadelphia.

JOE McCAULEY has returned as the pilot of the all-night *Dawn Patrol* record show on WIP, Philadelphia, sponsored by the Pep Boys, auto accessories chain. He replaces Tom Livezy.

HUGH O'MALLEY, promotion manager of WISN, is father of a boy born Jan. 21.

San Francisco Ad Men Honor R. T. Van Norden

A SURPRISE farewell luncheon recently was tendered R. T. Van Norden, vice-president of Brisacher, Davis & Van Norden, by more than 50 San Francisco advertising men at San Francisco's Palace Hotel, often referred to as the West Coast's after-hours advertising headquarters.

Mr. Van Norden

Mr. Davis

Mr. Van Norden, whose name recently was added to the firm name, is being transferred to New York [BROADCASTING Jan. 25] to take charge of an office the firm is opening in that city. He joined the agency 22 years ago as office boy. Robert J. Davis, also vice-president, heads the agency's Los Angeles office.

DON HUGHES, formerly of the *Hollywood Palladium*, has joined the sound effects department of CBS Hollywood, succeeding Gene Ballantine, now an ensign in the Navy.

SAM SILVER, new to radio, has joined the announcing staff of KFAR, Fairbanks, Alaska. Fern Rivers, of the University of Alaska, new to radio, has joined the traffic department of KFAR.

MASTER SGT. Dan Park, former salesman of KYW, Philadelphia, has been selected for Officers' Candidate School.

JEAN HOLLOWAY, New York writer on the weekly CBS *Mayor of the Town*, sponsored by Lever Bros. (Rinso), is recovering from a serious illness.

ARTHUR W. LINDSAY, newly appointed program manager of KIRO, has taken on additional duties as Seattle area radio coordinator for the Pacific Coast Emergency Broadcast Plan. He succeeds Maury Rider, now special events and news director of BLUE Hollywood.

JAMES McKIBBEN, script writer of KFI-KECA, Los Angeles, has reported to the Army Air Forces Training Center, Santa Ana, Cal.

Agencies

RALPH CAMPBELL, former package producer of Ted Bates Inc., Maxon Inc., and Newell-Emmett Co., New York, and Howard Williams, free lance script writer, have joined J. Walter Thompson Co., New York, as directors.

PHIL MINIS of the radio production staff of Young & Rubicam, New York, has resigned to join the War Dept. as a civilian consultant in the Army Special Services Division. He is succeeded by Day Tuttle, of the agency's commercial department. Mr. Tuttle's new duties include those of assistant director of *Battle of the Seas*, and *March of Time*, and contact on the Edwin C. Hill program.

ROBERT F. HAMILTON has been promoted from assistant space buyer to head space buyer of Geyer, Cornell & Newell Inc., New York.

LANSFORD F. KING, until recently with Aitkin-Kynett, Philadelphia agency, has been named managing editor of *Post Exchange*, New York, official trade publication for Army, Navy, Marines and Coast Guard post exchanges.

JANE BLACK, writer-producer, has joined the staff of Jack Parker & Assoc., Hollywood agency. She succeeds Ray Bond, who has joined the Army. Harold Graham, composer and publisher of religious music, has been appointed special music advisor.

FRANK T. QUINN, formerly of the copy staff of Lord & Thomas, Chicago, has joined Cramer-Krasselt Co., Milwaukee, as copywriter.

PAUL WARWICK, president of Warwick & Legler, New York, has returned following a series of Hollywood conferences in late January.

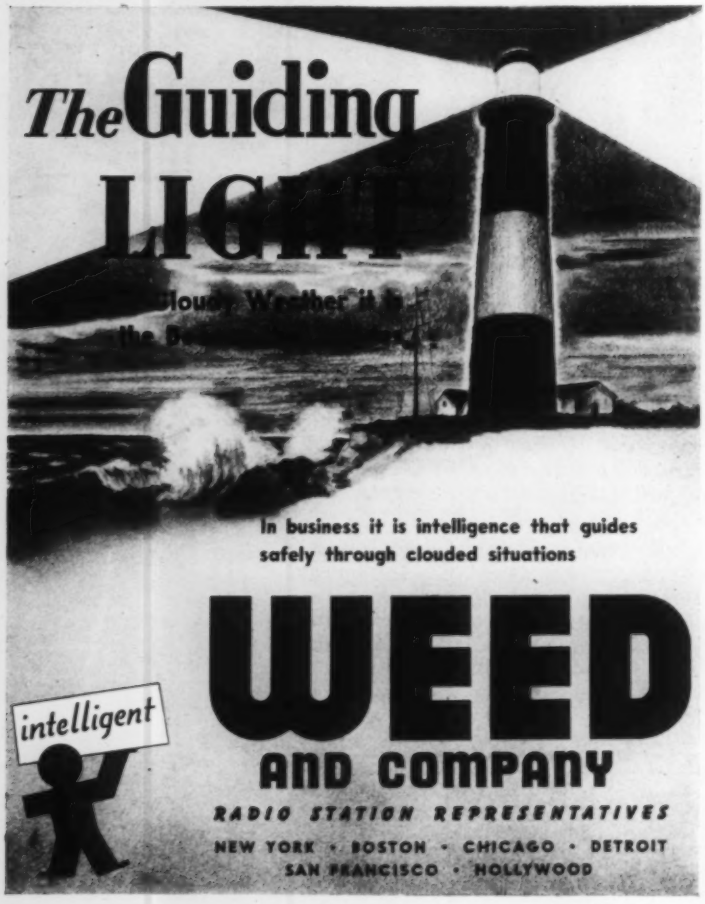
EDWARD LANE, former partner in Director & Lane Adv., New York, has joined Franklin Bruck Adv., New York, as copywriter.

EDWARD R. BEACH, head of the copy section of Procter & Gamble, on Feb. 1 joined Benton & Bowles, New York, as assistant to Clarence B. Goshorn, president.

WILLIAM H. CUNNINGHAM has resigned from the New York staff of N. W. Ayer & Son to join Lewis & Gilman, Philadelphia.

CONSTANCE McKENNA, copywriter of Ruthrauff & Ryan, New York, has joined the Overseas Unit of the American Red Cross, and reports this month for duty in the Overseas Clubs.

BERGLIETTE BOE, formerly of H. W. Kastor & Sons Adv. Co., Chicago, has joined the radio department of McFarland, Aveyard & Co., Chicago, as timebuyer, working under Evelyn Stark, radio director.


The Guiding LIGHT
In business it is intelligence that guides safely through clouded situations
intelligent
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD

Announcing
the appointment of
HOWARD H. WILSON CO.
Exclusive Representatives
Effective Feb. 1, 1943
1000 WATTS
910 KC
BLUE NET
WJHL
Johnson City, Tenn.
W. Hanes Lancaster
Manager

Agency N. Y. Branch

TO AID Eastern clients, including Curtis Publishing Co. (*Saturday Evening Post*), National Board of Fire Underwriters and Standard Steel Spring Co., MacFarland, Aveyard & Co. has opened a branch office in New York in the RCA building, Rockefeller Center. This continues an expansion program begun by the agency nearly a year ago in which personnel and space of the Chicago home office have been increased 50%. A. E. Aveyard, vice-president, will head the New York office.

ARTHUR J. DALY has resigned as radio director of William H. Weintraub Co., New York, and leaves the agency soon to join the office of the Coordinator of Inter-American Affairs. He will leave for South America around the first of March, to take charge of the CIAA office in Buenos Aires. Daly has been producer of the Cresta Blanca Carnival on Mutual in behalf of Cresta Blanca Wine.

ED BYRON, director and owner of the program *Mr. District Attorney*, sponsored on NBC by Bristol-Myers Co., New York, on Feb. 10 reports for duty in the radio field service of the Army as a Captain, unattached. Although Mr. Byron will retain ownership rights to the program, Jerry Devine, his script collaborator, will take over production of the show. Mr. Byron will also retain his interests in *What's My Name* quiz show, starting Feb. 21 on CBS for San-Nap-Pak Mfg. Co., New York.

RILEY JACKSON, assistant producer of the Wade Adv. Agency, Chicago, and formerly director of WIND, Gary, has been inducted into the Army. He reported to Fort Sheridan recently.

CRYING TOWELS were much in evidence when Walter Bunker recently resigned as western division production manager of NBC Hollywood to join Young & Rubicam as producer of the weekly *Jack Benny Show* on that network. But Ned Tollinger, producer, was all smiles because he inherited Bunker's former network duties. Besides the smiling Mr. Tollinger, comrades-in-arms (l to r) are Lew Frost, assistant to Sydney N. Strotz, Western division vice-president of NBC; Mr. Bunker; John W. Swallow, Western division program director of the network; Glendall Taylor, Hollywood manager of Young & Rubicam, agency servicing account of General Foods Corp., sponsors of the series.

Beach to B & B

EDWARD R. BEACH, for the last 10 years with Procter & Gamble Co., Cincinnati, most recently as head of the copy section for all P&G brands, on Feb. 1 joined Benton & Bowles, New York, in the newly-created post of assistant to the agency's president, Clarence B. Goshorn. In addition to his regular duties at P&G, Mr. Beach went abroad at various times in the interests of P&G's English and Cuban subsidiaries.

WCOL Joins Blue

WCOL, Columbus, O., operating fulltime with 250 watts on 1230 kc., became a member of the basic BLUE network, Feb. 1, making a total of 148 BLUE affiliates. Station is owned by WCOL Inc.

VICK KNIGHT, executive radio producer of Biow Co. in the Hollywood office has returned to his duties after a two weeks rest. Ted Sills, his associate, who has been producing and directing the Eversharp program *Take It Or Leave It* on CBS for Biow, is understood to have resigned.

Donald R. Dawson Joins Wilkins, Cole & Weber

DONALD R. DAWSON, promotion manager of KGW-KEX and *The Oregonian*, Portland, Ore., has joined Mac Wilkins, Cole & Weber advertising agency, that city, Mac Wilkins, senior firm partner, has announced.

Mr. Dawson

His career began in 1929 as production assistant in the Portland office of Botsford - Constantine & Gardner. In 1933 he was transferred to the San Francisco office and later became art director, spacebuyer and account executive. For two years Mr. Dawson has been program director of the Advertising Federation of Portland. Last June he was elected to Alpha Delta Sigma, honorary advertising fraternity.

New Hollywood Firm

BORIS MORROS Co., new publishing firm headquartered at 1479 N. Vine St., Hollywood, has filed incorporation papers with the Los Angeles County Clerk. Mr. Morros, producer of 20th Century-Fox Film Corp., is president. Abe Frankl, formerly manager of Greene & Revel, music publishers recently disbanded, is vice-president and general manager. Samuel Rheiner is secretary-treasurer.

TED SILLS, Hollywood producer of the Biow Co., has resigned.

ALL DAY LONG 3 OTHER CINCINNATI STATIONS COMBINED

CAN NOT EQUAL WCPO's GREAT LISTENING AUDIENCE

WCPO

CINCINNATI'S NEWS STATION

AFFILIATED WITH THE CINCINNATI POST

C. E. HOOPER • Cincinnati Audience Measurements • December, 1942

percentage of listeners

	"B"	WCPO	"C"	"D"	"E"	Sets in Use
MORNING INDEX MON. THRU FRI 8:00 - 12:00 A. M.	36.3	32.4	11.5	11.5	8.0	16.8
	"B"	WCPO	"C"	"D"	"E"	Sets in Use
AFTERNOON INDEX MON. THRU FRI 12:00 - 6:00 P. M.	35.7	33.4	10.7	8.1	12.0	23.7
	"B"	WCPO	"C"	"D"	"E"	Sets in Use
EVENING INDEX SUN. THRU SAT. 6:00 - 10:30 P. M.	50.9	11.4	8.9	19.0	9.5	40.0

THE BRANHAM CO.

Now More Than Ever the Talk of the Agencies

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBBM, Chicago

Reid Murdoch & Co., Chicago (food products), 38 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.
Lever Bros., Cambridge, Mass. (Rinso), 10 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.
Interstate Bakeries Corp., Kansas City, 6 *sa* weekly, 4 weeks, thru R. J. Potts-Calkin & Holden, Kansas City.
Mid-Continent Petroleum Corp., Tulsa, Okla., 3 *sp* weekly, 52 weeks, thru R. J. Potts-Calkin & Holden, Kansas City.
Union Life Ins. Co., Chicago, 3 *sp* weekly, 13 weeks, thru Irving Rocklin & Assoc., Chicago.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 3 *sp* weekly, 2 weeks, thru BBDO, N. Y.
Cudahy Packing Co., Chicago (Old Dutch cleanser) 10 *sa* weekly, 8 weeks, thru Grant Adv. Agency, Chicago.

WFDF, Flint, Mich.

American Chicle Co., Long Island City, N. Y. (gum), 5 *sa* weekly, 13 weeks, thru Badger, Browning & Hersey, N. Y.
Doubleday, Doran & Co., New York (publishers), 3 *sp*, thru Huber Hoge & Sons, N. Y.
Eckhardt & Becker Brewing Co., Detroit, 9 *sa* weekly, 4 weeks, thru Martin, Frank Inc., Detroit.
Lix Co., Detroit, 5 *sp* weekly, 8 weeks, thru Century Adv. Agency, Detroit.
Purity Bakers Corp., Chicago, 14 *sa* weekly, 16 weeks, thru Campbell-Mithun, Minneapolis.
Simon & Schuster Co., New York (publishers), 7 *sp* weekly, 10 weeks, thru Northwest Radio Adv. Co., Seattle.

WHN, New York

N. C. Goodwin's Labs., New York (Tobene), *sa*, 13 weeks, thru Ray-Hirsch Co., N. Y.
F. & M. Schaefer Brewing Co., Brooklyn, 3 *ne* weekly, 52 weeks, thru BBDO, N. Y.
Block Drug Co., Jersey City (Gold Medal capsules), 6 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Lever Bros., Cambridge, Mass. (Rinso), *sa*, 2 weeks, thru Ruthrauff & Ryan, N. Y.
Greater N. Y. Conf. of the Seventh-Day Adventists, New York (religious), weekly *sp*, 13 weeks, direct.
B. C. Remedy Co., Durham, N. C. (headache powders), 6 *sa* weekly, 13 weeks, thru Chas. W. Hoyt Co., N. Y.

WABC, New York

E. Fougera & Co., New York (Ramsdell's Sulphur Cream), 3 *sa* weekly, for Magi-Tex Dog Shampoo, 3 *sa* weekly, thru Bermingham, Castleman & Pierce. N. Y.
Olson Rug Co., Chicago, 3 *ne* weekly, thru Presba, Fellers & Presba, Chicago.
Savings Bank of N. Y. State, 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Music Corp. of America, New York (Guy Lombardo's Orchestra), 2 *sa* 2 days, direct.
West Disinfecting Co., Long Island City (CN), 2 *sp* weekly, thru Alfred J. Silberstein Inc., N. Y.

WEAF, New York

Manhattan Soap Co., New York (Sweetheart), 5 *sa* weekly, thru Franklin Bruck Adv. Agency, N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 3 *ne*, 3 *sa* weekly, thru Russel M. Seeds Co., Chicago.
North American Accident Insurance Co., New York, 2 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.

WMAQ, Chicago

Reader's Digest, Pleasantville, N. Y., 7 *sa* weekly, 3 weeks, thru BBDO, N. Y.

WRC, Washington

Beaumont Co., St. Louis (4-Way cold tablets), 5 *sp* weekly, 6 weeks, thru H. W. Kastor & Sons Adv. Co., St. Louis.
Breyer Ice Cream Co., Philadelphia, 260 *sa*, thru McKee & Albright, Philadelphia.
Chestnut Farms Chevy Chase Dairy, Washington, *sa*, 1 year, thru McKee & Albright, Philadelphia.
Continental Baking Co., New York, *sp*, 11 months, thru Ted Bates, New York.
General Baking Co., New York, 24 *sa*, thru Ivey & Ellington, Philadelphia.
Chr. Heurich Brewing Co., Washington, 3 *ne* weekly, 1 year, thru Romer Adv. Service, Washington.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 312 *sp*, thru Young & Rubicam, N. Y.
Mangels-Herold Co., Baltimore (King syrup), 17 *sa*, thru Stewart-Jordan Co., Philadelphia.
Manhattan Soap Co., New York, 3 *ne* weekly, 1 year, thru Franklin Bruck Adv. Corp., N. Y.
Monticello Drug Co., Jacksonville, Fla. (666 remedy), 27 *sa*, direct.
Pan American Coffee Bureau, New York, 5 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
RCA Mfg. Co., Camden, N. J. (records, accessories), 6 *sa* weekly, 1 year, direct.

KFI, Los Angeles

Grove Labs., St. Louis (Bromo-Quinine), 2 weekly *ne*, thru Russel M. Seeds Co., Chicago.
Western Savings & Loan Assn., Los Angeles (investments), 8 weekly *sa*, thru Elwood J. Robinson Adv., Los Angeles.
Vick Chemical Co., Greensboro, N. C. (Voratone, Vapo Rub, Vatronal), 5 weekly *sp*, thru Morse International, N. Y.
Johnson & Johnson, New Brunswick, N. J., (Tek toothbrushes), 5 weekly *sp*, thru Ferry-Hanly Co., N. Y.
Continental Baking Co., New York (bread), 5 weekly *ta*, thru Ted Bates Inc., N. Y.

WLIB, Brooklyn

Block Drug Co., Jersey City (Gold Medal capsules), 3 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Brooklyn Academy of Music, Brooklyn, 6 *sa* weekly, 4 weeks, thru Gunn-Mears Adv. Agency, N. Y.

WOR, New York

P. Duff & Sons, Pittsburgh, (Waffle Mix), 5 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

WHO, Des Moines

Block Drug Co., Jersey City (Gold Medal capsules), 3 *sp* weekly, 1 year, thru J. Walter Thompson Co., N. Y.
American Poultry Journal, Chicago, 2 *sp*, thru Shaffer, Brennan, Margulis, St. Louis.
Olson Rug Co., Chicago, 13 *ne*, thru Presba, Fellers & Presba, Chicago.
Associated General Contractors of America, 1 *t* weekly, direct.
Quaker Oats Co., Chicago (Quaker Oats), 3 *sa* weekly, 5 weeks, thru Sherman & Marquette, Chicago.
Sunway Fruit Products Co., Chicago (vitamins), 3 *sp* weekly, thru Sorensen & Co., Chicago.
Cudahy Packing Co., Chicago (meats), 3 *sp* weekly, 13 weeks, thru Grant Adv., Chicago.
J. A. Folger Co., Kansas City (coffee), 186 *t*, thru Grant Adv., Chicago.
Vick Chemical Co., New York (Vapo Rub), 5 *sa* weekly, 10 weeks, thru Morse International, N. Y.

KFRC, San Francisco

Dairy Bell Farms, San Francisco (dairy products) weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly, thru Joseph Katz Co., Baltimore.
Thomas Leeming & Co., New York (Baume Bengue) 3 *ta* weekly, thru William Esty & Co., N. Y.
Petri Wine Company, San Francisco, 12 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Pacific Brewing & Malting Co., San Francisco, 313 *ta*, thru Leon Livingston Adv., San Francisco.
American Chicle Co., Long Island City, N. Y. (Beeman's), 35 *ta* weekly, thru Badger, Browning & Hersey, N. Y.

WIND, Chicago

Sears Roebuck & Co., Gary, Ind., 78 *sa*, direct.
Wholesale Plant Growers Assn., Chicago, 53 *sa*, direct.
Allied Florists Assn., Chicago, 24 *sa*, thru Brookes & Sons Co., Chicago.

KERN, Bakersfield, Cal.

National Biscuit Co., Los Angeles (Shredded), 7 *ta* weekly, thru Botsford, Constantine & Gardner, Los Angeles.
Block Drug Co., Jersey City (Gold Medal capsules), 5 *ta* weekly, thru J. Walter Thompson Co., N. Y.

FTC Questions Claim Made by Baume Bengue

CHARGES that Baume Bengue, widely advertised drug preparation made by Thomas Leeming & Co., New York, is a counter-irritant with no curative or remedial properties, are contained in a Federal Trade Commission complaint filed Feb. 2.

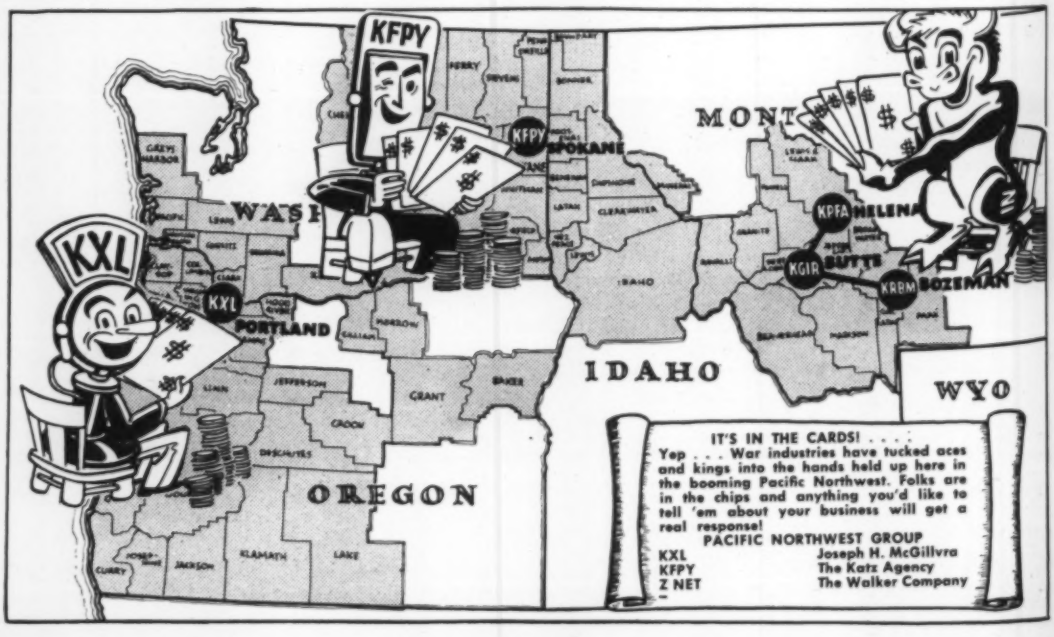
FTC said the product does not penetrate the skin in sufficient quantities to provide systemic relief from muscular aches and pains as described in radio and other advertising. Use of Baume Bengue, FTC charged, "tends to temporarily mask pain, but it cannot relieve pain as it has no curative or remedial properties, its effect being limited to that of a counter-irritant."

IER Set for April 30

CONFORMING with a request of the Office of Defense Transportation to avoid weekend travel, the Fourteenth Institute for Education by Radio will be held in Columbus, O., April 30-May 3 provided transportation problems at that time do not force cancellation. Conducted under auspices of the Ohio State U, the Institute will be held at the Deshler-Wallick hotel. The program has not been completed, according to Dr. Keith Tyler, Institute director, although radio's growing responsibility in college-level education is expected to be one of the chief topics.

WOV Drive in 'Click'

AN ATTACK on Fascism by WOV, New York, is pictorially described in a four-page spread in the March *Click* magazine, titled "Why America's Italians Hate Fascism". The article emphasizes WOV's policy of "clarifying the true reasons for the war, advising proper behavior" to the more than two million Italo-Americans in New York and "telling what listeners might expect if they fall for subversive propaganda". Photos show the station's Italian talent at work.


KFPY
KXL
KFPY
SPOKANE
MONT
KFPA
HELENA
KGIR
BUTTE
KRBM
BOZEMAN
PORTLAND
IDAHO
WYO
OREGON
IT'S IN THE CARDS! . . . .
Yep . . . War industries have tucked aces and kings into the hands held up here in the booming Pacific Northwest. Folks are in the chips and anything you'd like to tell 'em about your business will get a real response!
PACIFIC NORTHWEST GROUP
KXL — Joseph H. McGillvra
KFPY — The Katz Agency
Z NET — The Walker Company

Radio Advertisers

OLSON RUG Co., Chicago, is sponsoring early morning 10-minute program Monday, Wednesday and Friday, on WGN, Chicago. Titled *Strange Tales*, program features commentator Alexander McQueen. Agency is Presba, Fellers & Presba, Chicago.

MEYENBERG Milk Products, Salinas, Cal. (evaporated milk), is sponsoring a twice-weekly quarter-hour transcribed musical program, *Remember Me*, on KFWB, Hollywood. Contract is for 52 weeks, having started Jan. 13. M. E. Harlan Adv., San Francisco, has the account.

ANDY LOTSHAW Co., Chicago (Gorjus hair dressing) starting Feb. 5 will place 14 one-minute announcements a week on WENR, Chicago, and six-weekly on WBBM, Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

INTER-STATE BAKERIES Corp., Kansas City, Mo. (Butternut Bread), has renewed its five-weekly news series, Monday, Wednesday, Friday, 5-5:15 p.m. (CWT), Tuesday, Thursday, 5:30-5:45 p.m. (CWT), effective Feb. 15, continuing same format.

ROBERTSON'S DEPT. STORE, South Bend, Ind., on Jan. 25 started sponsoring a 15-minute five-weekly newscast, *Mort Linder Reporting*, on WSBT, South Bend.

THEO HAMM BREWING Co., St. Paul, through Mitchell-Faust Adv. Agency, Chicago, has purchased the transcribed *Eye Witness News* for WCCO, Minneapolis and WOW, Omaha, and the transcribed *Sparky & Dud* for KXEL, Waterloo, Ia. Both series were produced by Frederick W. Ziv Inc., Cincinnati.

BALL BROS., Muncie, Ind. (fruit jars, caps) has contracted for 54 participations in *Household Forum* on KSTP, Minneapolis-St. Paul, starting in March. Agency is Applegate Adv., Muncie.

VIC CHEMICAL Co. has renewed for 13 weeks *Highlights in Headlines*, Tuesday - Thursday - Saturday, 5:45 p.m., on KSTP, Minneapolis-St. Paul.

SNYDER DRUG STORES, (Minnesota retail druggists), have contracted for a daily spot series on KSTP, Minneapolis-St. Paul.

ROBERTSON BLVD. NURSERY, Los Angeles, in a 13-week Victory garden information campaign which started Jan. 2, is sponsoring a series of spot announcements on KMPC, Beverly Hills. Agency is Gerth-Pacific Adv., Los Angeles.

WHAT STATION IS "LISTENED TO MOST" BY 55.7% OF IOWA?

Newest survey tells all!

The biggest and best of the famous "Summers-Whan" surveys on Iowa radio audiences. Gives all the facts plainly, impartially—listening trends, station and program preferences, effects of age and education on listening, etc. Every sales executive needs this book. Get yours today. No cost!

Address Dept. 5,
CENTRAL BROADCASTING CO.
Des Moines, Iowa

← GET THIS BIG BOOK TODAY!

No Cost
No Obligation

WELCH Grape Juice Co., Westfield, N. J., on Feb. 2 started quarter-hour musical studio program *Deep Purple* Tuesday, Thurs., and Sat. on CFRB, Toronto. Agency is Cockfield Brown & Co. Ltd. Toronto.

MILES LABS, Toronto (Alka-Seltzer, One-A-Day vitamin tablets), has added CJCB, Sydney, N. S., to stations carrying *Lum & Abner* transcribed program four times weekly. Agency is Cockfield Brown & Co. Ltd. Toronto.

ROCKWOOD & Co., Brooklyn (chocolate bits), in a 13-week campaign starting Feb. 1 is sponsoring daily participation in the combined *Sunrise Salute* and *Housewives' Protective League* on KNX, Hollywood. Federal Adv. Agency, New York, has the account. Berkshire Knitting Mills, Reading, Pa. (hosiery), through Geare-Marston Inc., Philadelphia, also on Feb. 1 started daily participation in those programs. Contract is for 13 weeks.

ITALIAN SWISS COLONY, Asti, Cal. (wines and vermouth), on Feb. 7 renewed for 52 weeks a daily rebroadcast of Fulton Lewis Jr. on KFRC, San Francisco. Agency is Leon Livingston Adv., San Francisco.

2,888th Half-Hour

SOME SORT of a record is claimed by KUJ, Walla Walla, Wash., for its 2,888th consecutive broadcast recently of the same daily half-hour program, at the same time by the same sponsor, Braden-Bell Co., distributors of Caterpillar tractors in Washington and Oregon.

PVT. R. E. ATCHISON, formerly advertising manager of Calavo Growers of California (avocados), is attached to the Sixth Ferrying Group of the Army Air Transport Command, Long Beach, Cal.

ALMS & DOEPKE, Cincinnati department store, has just signed its 15th consecutive 13-week renewal with WSAI, Cincinnati, for daily 15-minute program *Vogues and Values*, featuring Rita Hackett, commentator.

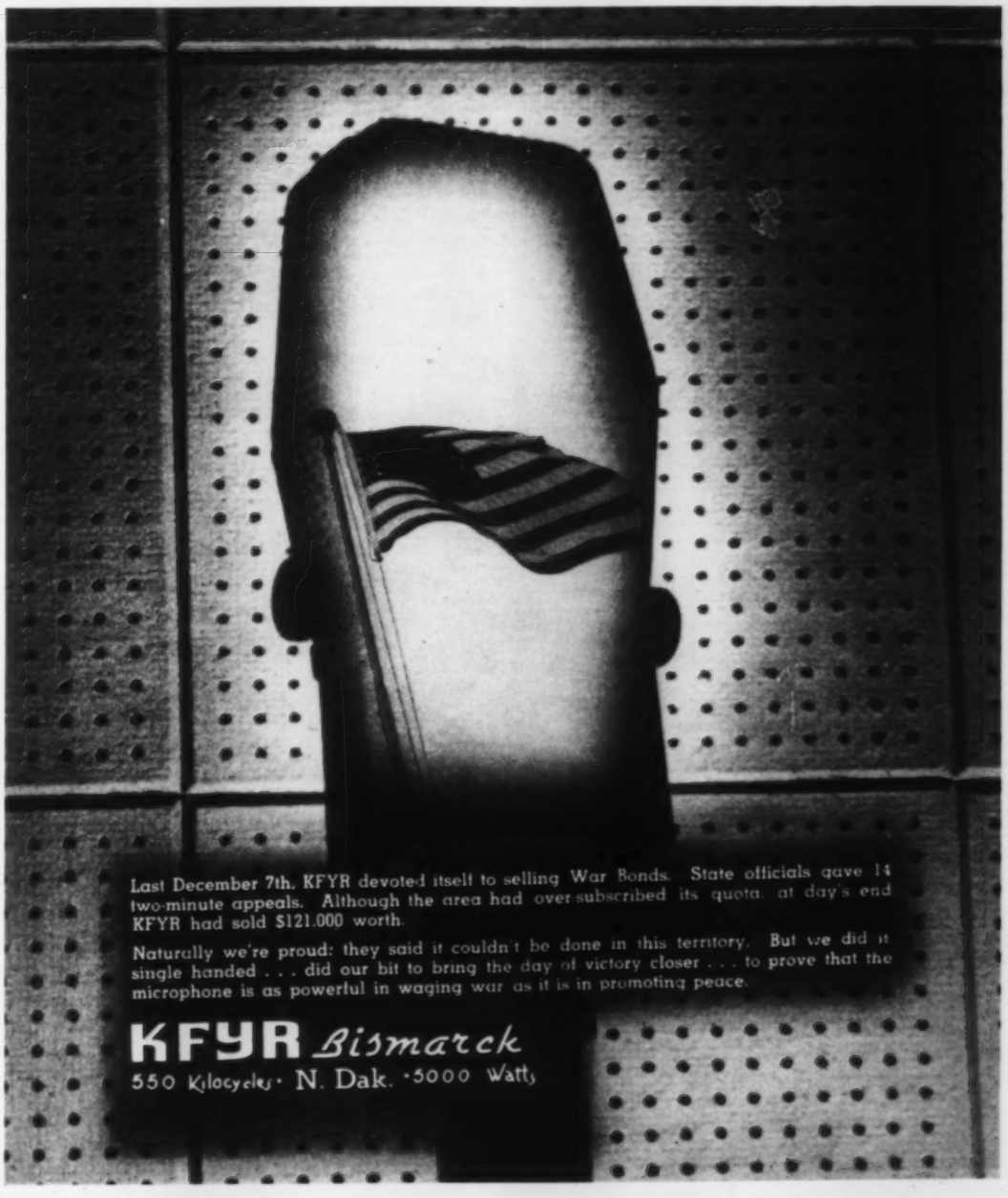
LAURA SECORD Candy Shops Ltd., Toronto, has started quarter-hour musical recordings thrice-weekly on CFRB, Toronto. Agency is Cockfield Brown & Co. Ltd., Toronto.

PEP BOYS of California, Los Angeles (auto accessories), in a 52-week campaign which started Feb. 5 is sponsoring the weekly Hollywood Legion fights on KECA, that city. Firm also sponsors a twice-daily quarter-hour newscast on KECA in addition to a similar type program five times weekly on KFI, Los Angeles. Nightly quarter-hour newscasts are also sponsored on KFOX, Long Beach; KFXM, San Bernardino. Milton Weinberg Adv. Co., Los Angeles, has the account.

M. SHAIVITZ & SONS, Baltimore (retail furniture store), starts soon a transcribed series, *It Takes A Woman*, on WOBM, Baltimore, twice-weekly. 9:55-10 p.m. Agency is I. A. Goldman & Co., Baltimore.

LOS ANGELES SOAP Co., Los Angeles, for White King laundry soap and Sierra Pine toilet soap, has contracted for a five-weekly newscast, 12:15 p.m. on KOH, Reno, for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

LEVER BROS. Co., Cambridge (Spry) recently renewed for 15-weeks the thrice-weekly Yiddish program on WEVD, New York, *Let There Be Song*. Agency is Ruthrauff & Ryan, New York.


Last December 7th, KFYR devoted itself to selling War Bonds. State officials gave 14 two-minute appeals. Although the area had over-subscribed its quota, at day's end KFYR had sold $121,000 worth.
Naturally we're proud: they said it couldn't be done in this territory. But we did it single handed . . . did our bit to bring the day of victory closer . . . to prove that the microphone is as powerful in waging war as it is in promoting peace.
KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

KMA Puts a Drug on No. 1 Farm Market

WANT to introduce a new drug product in the No. 1 Farm Market? Or revitalize an old one? KMA, Shenandoah, Iowa, can help you do it, as proved by the case history of the "X" Company, cough syrup manufacturers.

Prior to October, 1941, not a single bottle had ever been sold in this market. Then the "X" Company signed up with KMA for a Monday-through-Friday show at 8:15 A.M., with greeting cards as premiums in return for box-tops.

Typical KMA Drug Store

KMA was the only advertising medium used. Yet, within six months, the campaign produced 9,433 box-tops—and the specialty man selling behind the program sold 876 retail druggists $13,000 worth of syrup!

This year the "X" Company is doing a better business than ever, and happily refer to themselves as "a permanent KMA client". Which ought to prove *some*thing!

KMA will be glad to tell you more about its big drug market, in which 1,685 drug stores normally do a business of $30,948,000 a year. Simply write for your free copy of the KMA Atlas of Wholesale and Retail Druggists.

KMA

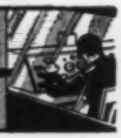
Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

...on the CONTROL ROOM



LEE N. HON and Leon W. Crager, of the engineering staff of WBBM, Chicago, have joined the Navy.

FRED HOXSIE, of the engineering department of WICC, Bridgeport, Conn., is father of a boy born Jan. 19.

ROYDEN FREELAND, studio engineer of WKY, Oklahoma City, is father of a boy.

CAROLYN WATSON and Patty Roberts, recent graduates of NYA radio school at Tonkawa, Okla., have joined the studio technical staff of WKY, Oklahoma City.

BERT COIL, transmitter supervisor of WTCN, Minneapolis-St. Paul, has enlisted in the USNR as lieutenant.

STANTON D. BENNETT, chief engineer of KFAR, Fairbanks, Alaska, has resigned to join Massachusetts Institute of Technology where he will be engaged in technical experiments for the Navy. August G. Hiebert succeeds him as chief engineer at KFAR.

J. HOWARD RIDGWAY has joined WIP, Philadelphia, as transmitter engineer.

HERBERT ECKSTEIN, master control engineer of WIP, Philadelphia, is teaching the Rad-Art course at Swathmore College.

SOL DUBIN, former operator of CJKL, Kirkland Lake, Ont., and CHEX, Peterborough, Ont., has joined CKWS, Kingston, Ont.

ROBERT HENLEY, former chief engineer of WAOV, Vincennes, Ind., has joined WLW-WSAI, Cincinnati, as studio engineer.

VICTOR KALDER, former engineer on WNYC, New York, and W47NY, New York FM station, has joined WLIB, Brooklyn, as studio control operator. He replaces Phillip Greenstone, now on the engineering staff of WOV, New York.

HAL BROWNE, previously with Rockhill Recording, and Advertisers Recording, has joined WLIB, Brooklyn, as studio control engineer. Sam Felsinger has resigned as studio control operator to join the OWI.

ROBERT DE HART, former engineer of WKRC, Cincinnati, and WEEI, Boston, has joined CBS as assistant to Guy Hutcheson, engineer in charge of international broadcasting.

TIRE COVERS placed on all Yellow Cabs in Cincinnati by WLW are part of a campaign to tell the public the station's victory pledge for 1943.

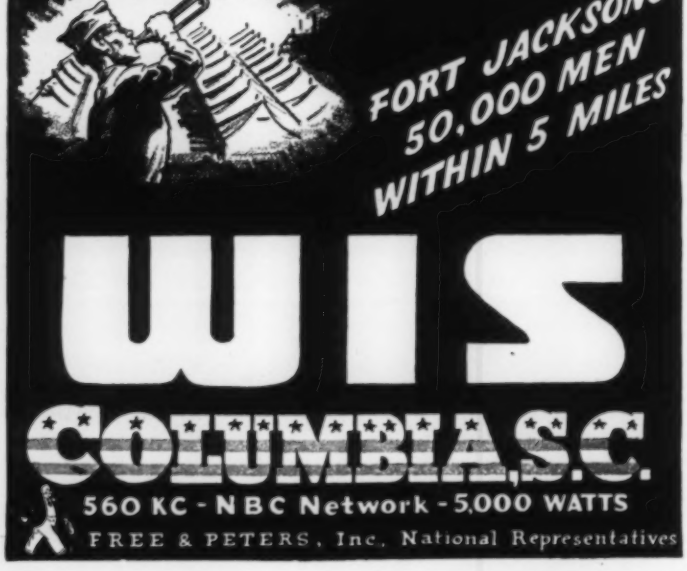
F. W. Vandover

FREDERICK W. (Bud) Vandover, 35, soloist of the Tom, Dick & Harry trio, died Feb. 3 of a heart attack in the main studio of WGN, Chicago, 15 minutes before his scheduled appearance on MBS. He is survived by his wife, Margaret. He started in radio, with his brother, Gordon, on KMOX, St. Louis in 1926 and in 1929 came to WGN, where the two brothers, together with Marlin Hurt, formed the trio.

ALLIED RADIO CORP., Chicago, has just published a pocket-sized manual by Maj. J. G. Tustison, Army Signal Corps, which describes practical field-tested short-cut methods for servicing electronic and radio devices with simplest equipment and tools.

WILSON PACE has resigned as chief audio-engineer of WFBC, Greenville, S. C., to teach advanced classes for the Army Signal Corps at National Defense Training Center, Washington. He is succeeded by Richard Lubin of the technical staff. Robert W. Webb, new to radio, and Gordon Pace, formerly of WMRC, Greenville, have been added to the control room staff.

THOMAS COPELAND, engineer of WOWO-WGL, Ft. Wayne, Ind., is father of a girl.



BMI Seeks Music Of ASCAP Writers

Provisions of Consent Decree Studied by Copyright Group

POSSIBILITY that new music composed by ASCAP members may be made available to broadcasters and other music users through BMI was revealed last week, when executives of the broadcasting industry's music licensing organization admitted that they had been studying the situation for some time and believed that it might be possible for BMI to license the work of ASCAP members without violating the provisions of the Government Consent Decree with ASCAP.

Key to the situation is disclosed by a difference in wording between the ASCAP Consent Decree, which empowers ASCAP to prohibit its members from assigning to BMI "the right to license or assign to others the right to perform publicly for profit the respective copyrighted musical compositions of which performance rights are owned or controlled" by ASCAP members, and the ASCAP articles of Association, which omit the word "copyrighted".

May Ask Interpretation

BMI's belief is that by expressly speaking of "copyrighted musical compositions" the Consent Decree leaves the way open for ASCAP members to assign to BMI any works which have not been copyrighted. ASCAP agrees that the Consent Decree confines its provisions to copyrighted works of ASCAP members, but contends that by so doing the Government permits ASCAP to make whatever restrictions it desires on all other works of its members. According to ASCAP's interpretation, there is nothing either stated or implied in the Consent Decree giving the Society's members any wider powers of licensing for non-copyrighted works than for their copyrighted compositions.

Conflict in interpretations may be shifted by a request to the Dept. of Justice for an official interpretation or BMI may open the way for a court test by securing from an ASCAP member an assignment of licensing authority of a non-copyrighted work and distributing it to BMI licensees.

PRIZE of $2,000 is offered by Chesebrough Mfg. Co., New York, for the best script submitted for the CBS *Dr. Christian* program.

AFM Board Meets All Week; No Plan

Recording Ban, Vital Issue On Agenda, Not Brought Up

EXECUTIVE board of the American Federation of Musicians opened its annual midwinter meeting last Monday in the union's national headquarters in New York and met daily through the week without touching on the most important business of the meeting, the formulation of conditions under which the union would permit its members to resume work on phonograph records and transcriptions.

An AFM official said that the preliminary sessions had been devoted largely to routine union business but that the recording situation would probably come up for consideration before the end of this week.

Senate Awaits Plan

Promise that the board would meet to evolve a plan of settlement for presentation to the broadcasting and recording industries and also to the Senatorial committee designated to investigate the AFM ban on recording was made by James C. Petrillo, AFM president, during hearings held by the committee last month in Washington [BROADCASTING, Jan. 18]. Senatorial inquiry into AFM practices is being held in abeyance until after the committee has received the AFM proposals.

In addition to Mr. Petrillo, attendance at the board meeting includes: Charles L. Bagley, vice-president, Los Angeles; Harry E. Brenton, treasurer, Boston; Leo Cluesmann, secretary, Newark, and the following members of the union's executive committee: Oscar F. Hild, Cincinnati; Walter M. Murdoch, Toronto; John W. Parks, Dallas; A. Rec Riccardi, Philadelphia; Chauncey A. Weaver, Des Moines.

Joseph M. Weber, president emeritus, and William J. Kerngood, secretary emeritus, are also present at the midwinter meeting.

Clark Probe Continued

Meanwhile, the Senate last Thursday approved without opposition the Clark Resolution (SRes-81). continuing the life of the Petrillo Probe Committee. Under previous Senate action, all resolutions authorizing inquiry committees expired Jan. 31. The measure authorizes the five-man committee, headed by Senator Clark (D-Idaho), to investigate the action of AFM in denyihg its members the right to play or contract for recording or other forms of mechanical reproduction of music.

Senator Clark told BROADCASTING last Friday that no word had been received from AFM regarding its commitment to offer a plan for settlement. He said the committee would go ahead with its inquiry at an early date, hearing testimony from representatives of industries affected by the arbitrary ban and from public organizations as well as Government officials.

AGENCY Appointments

TECHNICIANS INSTITUTE of New York City (air conditioning), to J. R. Kupsick Adv., N. Y. Radio is contemplated.

PERSONNA BLADE Co., New York, to Amos Parrish & Co., N. Y., for Personna blades. Radio will be used.

AMERICAN HOME PRODUCTS, Jersey City, to J. Walter Thompson Co., New York, for institutional advertising only. No radio planned, although the company uses it extensively for various drug products, thru Blackett-Sample-Hummert, N. Y.

PENNSYLVANIA CENTRAL Airlines Corp., New York, to J. Walter Thompson Co., New York. No radio contemplated.

LEHIGH COAL & Navigation Co., Philadelphia, to Lewis & Gilman, Philadelphia.

Pasadena Minister Taken Off the Air Third Time

FOLLOWING REQUESTS by the FCC for copies of talks given by the Rev. Robert (Fighting Bob) Shuler, pastor of Trinity Methodist Church, on KPAS, Pasadena, Cal., J. Frank Burke, station owner and manager, cancelled the weekly broadcast in the "interest of harmony", effective Jan. 31. It was the third time the Rev. Mr. Shuler has been ousted from the air. In 1930 the Federal Radio Commission revoked his license to operate the former KGEF, Los Angeles, from Trinity Methodist Church. The Supreme Court upheld the Commission's action. KMTR, Hollywood, in early April 1942, cancelled its scheduled twice-weekly broadcasts by the pastor following request for script from FCC and Office of Censorship [BROADCASTING, April 20, 1942].

The Rev. Mr. Shuler blamed his latest run-in on "the same communistic bunch that has been out to get me for a long time" and further declared that "the Congressional investigation of the FCC, which was ordered recently, will bring out a lot of startling information, especially as to the influence communists have in its function."

HIGH-FREQUENCY radio is being used by the Duramold division of Fairchild Engine & Aviation Corp. to make molded wood and plastic airplanes for military use, according to recent reports which stated that although the process is still in the experimental stages it has been successfully employed by the company in producing the AT-14 all-wood Army trainer.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

AT the beginning of every new day, Monday through Saturday, Everett Mitchell, famous farm commentator, greets his many friends in the cities, towns, rural communities and on the farms in the great Chicago Market, with rollicking songs, smiles and a bit of cheer in the form of helpful information and suggestions.

He is the Handy Man of the Air—the genial, helpful neighbor whose hearty salutation is welcome in the homes of the early risers all over the vast WMAQ listening area. Radio listeners invite him into their homes because he is such good company—because he renders real assistance to his friends—both men and women.

Everett brings to the men farm news from the various farm organizations, U. S. Department of Agriculture and breed organizations, and Home Economist Lois Schenck, a real farm girl, brings to the women practical help in the preparation of nourishing, inexpensive meals so necessary in these days of conservation and rationing.

This is a program for town and farm people. So, if you have a message for them, whether it be to increase your sales or conserve your output, let Everett Mitchell give it to his millions of friends during his attractive early-morning program.

"Town + Farm" ON...

WMAQ

THE CHICAGO STATION MOST PEOPLE LISTEN TO MOST

CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS · 670 KILOCYCLES
Represented Nationally by NBC Offices in
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Purely PROGRAMS

TWO NEW packaged shows are being tested by CBS. *Ripples of Elm Street*, a weekly half-hour comedy-drama centering about problems of a mythical ancient history professor, was started Jan. 29, 6-6:30 p.m. (PWT) on Pacific Coast stations. Scriptwriter is Lane Lussier of RKO Radio Pictures, Ted Bliss is network producer, and the series features Arthur Q. Bryan. *Winner Takes All*, a new weekly half-hour quiz show 9:30-10 p.m. (PWT), tested Sundays on CBS Pacific Coast stations, has five contestants bid against one another, winner risking his amount against total lost bids. Perry Ward m.cees, Paul West is scriptwriter and Paul Pierce, network producer.

* * *

Aviation Course

AVIATION, its history, science and invention, is featured in a trio of quarter-hour programs titled *World of Wings*, on WIND, Chicago, under the direction of the radio council of Chicago public schools. Government military and airline sources furnish Chicago classrooms with supplemental flight maps, North Pole projection maps, and pictures of planes.

* * *

War Workers Service

DIRECTED to service men and women and war workers, a religious program originating from the Chambers-Wylie Memorial Presbyterian Church, Philadelphia, Sundays began Feb. 7 on WFIL, Philadelphia. The Rev. Charles J. McKirachan, church pastor, conducts the broadcast, which is non-denominational in appeal.

Air Corps Show

PRESENTED from an airplane hangar by the Sixth Ferrying Group of the Air Transport Command, Long Beach, Cal., *Wings Over the World* started Feb. 3 on BLUE Pacific stations, Wednesday, 7:30-8 p.m. (PWT). Series combines music, comedy and dramatizations based on actual experiences. Lt. Mitchell Frankovitch, former sportscaster of KFAC, Los Angeles; Bill Johnson, BLUE, and Pvt. Hank McCune, former m.c. of NBC Hollywood, are producers. Corp. Ed Helwick, formerly of J. Walter Thompson Co., is scriptwriter; Pvt. Nathan Scott, former BLUE musical director, is in charge of musical arrangements. Other participants include Bill Andrews, former guest relations manager of NBC Hollywood; Lt. Pat Kearin; Pvts. Edward A. Cooper, John Beal, Ken Martindale; Corp. Alvie Grey and Sgt. Dave Williams.

* * *

With United Nations

INTERLACED with dramatic sequences, music and information statistics, a new weekly morale-building program dealing with the United Nations, *The Thousand Million*, has begun on KOY, Phoenix. Series of 13 programs is written and produced by Paul Charles Benard, continuity editor.

Food-for-Freedom Drive

COOPERATING with chairmen of Ohio, Indiana and Kentucky War Boards of the Dept. of Agriculture, WLW, Cincinnati, is scheduling as a weekly feature during *Everybody's Farm Hour*, important developments in the Food-for-Freedom campaign. New series, *Your War Board Reports*, is under supervision of Ed Mason, station's farm program director.

* * *

Quiz on Rationing

QUIZZING the audience of the Poli Palace Theatre, Hartford, new weekly WNBC, Hartford, show. Cash awards and theatre tickets are prizes given by United Aircraft Club. Three OPA officials answer questions submitted by the audience.

* * *

Favorite Melodies

FAVORITE songs for all ages and an account of today's war hero are featured in *Preferred Melodies*, a thrice-weekly quarter-hour program on WCCO, Minneapolis. Producer-director is Doug McNamee. Series is sponsored by Hamm Brewing Co., St. Paul.

* * *

Life of a Saint

THE LIFE of a Catholic saint is presented in dramatic form on Sunday morning half-hour broadcast on WIND, Chicago. Series, titled *Ave Maria Hour*, is sponsored by the Franciscan Friars of the Atonement.

* * *

Children's Newscasts

NEWS of the day adapted to children is featured in twice-weekly five-minute newscasts on KGVO, Missoula, Mont. Ruth Greenough Schleber, education director of the station, directs the *News for Children* broadcasts.

* * *

Aids Gardeners

TO HELP amateur gardeners grow the most in the smallest space, Cecil Solly, gardening authority, has started a three-weekly quarter-hour series on KJR, Seattle, titled *Gardening for Food.*

STUDIO 'X' of KXRO, Aberdeen, Wash., would come in handy in the Aberdeen General Hospital, judging by emergency measures taken recently when key staff members were confined for treatment. Christmas morning, Ruth Forbes (top), staff announcer, and star of *For Women Only*, suffered a shattered knee in an auto accident. Remote setup in General Hospital Room No. 1 permitted the show to go on.

A week later, Chief Engineer W. M. (Mac) McGoffin (below) who doubles with a daily toast and coffee get-'em-up program, landed in Room 6 down the corridor after an operation. Mac stayed on the air, too, thanks to an extension from the remote setup in Ruth Forbes "studio".

* * *

Navy Services

NAVY church service is broadcast on WOR, New York, each Sunday from the Brooklyn Navy Yard before a congregation of American and British sailors. Service includes the reading of a human interest letter received by Navy chaplains from men in active combat.

* * *

Art Today

CONTEMPORARY American art is interpreted for the layman by guest artists, critics, gallery and museum directors on a weekly quarter-hour forum on WLIB, Brooklyn, titled *Art for Americans.*

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WBLK CLARKSBURG, W. VA.

250 WATTS 1400 Kc. NBC BNC W. VA. NETWORK

JOHN A. KENNEDY, *Pres.* GEO. C. BLACKWELL, *Station Dir.*

Hazel Atlas Glass, National Carbon, Pittsburgh Plate Glass, Du Pont, Carnation Milk are among the industrial giants in the Clarksburg area — an area *geared by nature* to war production, manufacturing and dairying.

With higher wages and farm prices, *incomes* and *buying power increased 71.5%* for 1941 over 1939 . . . Effective Buying Income totalling $28,885,000 in Clarksburg ("Sales Management" Magazine, Apr. 1942).

Spot, local and network advertisers use WBLK to cover this market's potential of 60,183 radio families and $66,363,000 Retail Sales.

Ask a Branham-man to show you the WBLK coverage picture and the potential for your product.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST"

and

"NAME THE BAND CONTEST"

Copyrighted in detail and available for use only in certain localities

apply to

Holder of Copyrights

HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.

FEW CHANGES IN RADIO COLUMNS

WOR-Mutual Survey Indicates Outlook for Radio Publicity During 1943 Is Good

By RICHARD M. PACK
Director of Publicity, WOR, New York

WITH the end of every year, the WOR press department does its annual fall housecleaning. Out to everyone who receives WOR program folios and/or publicity releases, goes a flock of post card questionnaires. The general idea, of course, is to check on newspaper staff changes, bring all the press lists up to date and toss out dead wood that has piled up during the year. Comes this annual once-over and you discover to your amazement that you have been sending releases regularly to a keeper in a State penitentiary—why you'll never know.

This year we decided to make our press questionnaire serve another important purpose beside the one of making sure that every newspaper and magazine in our area is getting the kind of publicity service it wants. Sticking our necks out all the way, we added the following leading question to the query card: "Has your paper curtailed radio space during the past year?"

Returns In

Then we sat back and waited—a bit fearfully—for the returns to roll in. At the start of the year we had anticipated that war might bring a curtailment of the space newspapers devote to radio columns, listings and pictures. The paper shortage—or at least the talk about it—might result, we had figured, in a general cutting down. Moreover, there was the possibility that, if newspaper advertising lineage dropped sharply the editorial axes would hack first at the radio columns.

As 1942 rolled ahead, we saw some of those axes start swinging, particularly around New York City. The *New York Post* dropped its daily radio column and radio pictures; the *New York Herald-Tribune* killed practically all of its Sunday radio space except for listings; the *Journal-American* started using even fewer radio pictures than before and the *New York Sun* dropped all of its Saturday radio features. The *Newark Star-Ledger* and the *Long Island Daily Press* abandoned their radio columns.

But we weren't sure what the picture was outside of metropolitan New York. WOR's press department services several hundred newspapers outside of New York City, and it wasn't so easy to determine to what extent, if at all, the out-of-towners were cutting down. That was the reason for asking that new question.

When all election districts were finally accounted for, the results were far better than we had dared hope. Out of all the papers in New York, New Jersey, Connecticut, Pennsylvania, and Massachusetts which answered our curtailment question, only 10% cut radio space during 1942. Moreover, the severe cuts made in metropolitan New York were largely responsible for making the figure this high. Outside of New York, the curtailment figure was less than 5%. Incidentally, two papers reported an *increase* in space devoted to broadcasting. They were the *Wall Street Journal* and the *Daily Worker!*

Mutual Questionnaire

At the time the WOR press department issued its questionnaire, the Mutual press department, headed by Lester Gottlieb, sent out a similar questionnaire which covered the entire country, with the exception of the area reached by WOR.

The war brought about no radical changes in newspaper radio columns throughout the country, according to Gottlieb's extensive survey.

Almost 50% of the publications queried by Mutual reported that the situation remains very much the same as it did a year ago. 10% have added lineage to their columns in the last 12 months, due chiefly to the constantly increasing number of war features and public service programs on the air. Only 2% of all those questioned reported their columns had been eliminated. There was no comment from the remainder of those queried. The WOR and MBS surveys together covered some 750 newspapers and magazines.

In the magazine field generally, there was no curtailment of space devoted to radio. In fact, there was a noticeable increase in the attention given by national magazines of all kinds to broadcasting and broadcasters. The trend to increased magazine coverage of radio was particularly apparent in the picture magazines.

Also noticed by both WOR and MBS surveys was the effect of the war on the personnel handling the radio departments of newspapers. Scores of radio editors went into the armed services during 1942 or to Government agencies. In many cases, women replaced them.

Comment from radio editors indicated generally that they want their releases short and like lively anecdotes about radio personalities, brief behind-the-scene features and plenty of straight news.

What about the year ahead? Judging by these surveys of the 1942 radio publicity scene, we can expect that there will not be any considerable curtailment of space in 1943—unless, of course, there is a major paper shortage that would result in newspapers drastically slashing the number of their pages.

By all indications, by all available evidence, newspaper and magazine readers these days more than ever are interested in radio programs and radio personalities. They want not only program listings, but news, features and pictures of their radio favorites. The job radio is doing in the war has increased their interest in broadcasting. Certainly, if the broadcasting industry continues—and expands—its war activities in 1943, radio should be a more newsworthy subject than ever.

Beech-Nut News

BEECH-NUT PACKING Co., Canajoharie, N. Y., on Feb. 15 will start a 52-week campaign for its gum and coffee, using *Rad Hall and the News*, Monday, Wednesday and Friday, 8:30-8:45 a.m. on WEAF, New York. Agency is Newell-Emmett Co., New York.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
HARTFORD'S THE SPOT . . .
for your spot campaign. It's the major market of the country's richest state . . . neatly delivered to you at a low cost by WDRC . . . where there's one uniform rate for national, regional and local adcasters.
CBS

HOW YA MAKIN' OUT IN YAMACRAW (Ky.)?

Don't ask us what Yamacraw means—or where it fits in your merchandising picture. All we know is that Yamacraw is another little Kentucky town, typical of dozens of similar Kentucky hamlets which *together* do far less business than the Louisville Trading Area *alone!* (This area, for instance, accounts for 17.1% *more* retail buying than all the rest of Kentucky *combined!*) . . . . When you use WAVE you get *complete* coverage of the Louisville Trading Area, without paying extra for the back hills and hollows! Isn't that what you really want? If so—well, you know the rest!

LOUISVILLE'S WAVE
5000 WATTS . 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today

Current Manpower Attitude Expected to Benefit Radio

(*Continued from page 12*)

mine essentiality in terms of local needs. In other words, the existence of a given broadcasting occupation among the list of essential occupations within the industry's list does not guarantee deferment consideration. The board is served with this list as a guide. If the opinion of any given board is such as to negate the essentiality of one man in any given circumstance, it is likely the man will be drafted.

Listed as "non-deferable" are 29 occupations and 36 entire activities. Examples of "non-deferable" occupations are porters, messengers, errand boys, office boys, doormen and starters, and elevator operators and starters.

For the present this edict which establishes "non-deferable" occupations and industries is meant to apply only to those within the 18-38 age group and WMC's plan is to enable men with dependents in this age range to switch to more essential war jobs through cooperation with local USES offices. Although WMC officials admitted the possibility of expanding the age group to include older men in the future, they suggested replacements for "non-deferable" jobs should be sought among women and physically handicapped and over-age men.

Sterner Measures Seen

Considerable speculation was given to the possibility of adding actors and musicians to the list of non-deferable occupations, although nothing in that direction is likely to materialize in the immediate future. One WMC spokesman told BROADCASTING that he could "appreciate the logic" of such a move but declined to comment on the proximity of such a possibility.

Another development seen likely is the inclusion of sales, promotional, clerical, legal and similar personnel among the "non-deferable" occupations. Although Mr. McNutt said last week that 10 of every 14 physically-fit men would be in the services by the close of the year, Congressional opposition has risen against drafting of fathers before the reservoir of single eligibles has been exhausted.

In view of the military manpower needs, it is apparent that sterner deferment practices will increase. Deferment policies have been tightened and only men in strictly essential jobs may look to deferment, despite dependency.

No Blanket Deferments

Numerous stories in the press last week pointed up the fact that all men in essential industries, deferred for reasons of dependency, were to be classified 3-B instead of 3-A, whether or not they held essential occupations. These stories made it seem as a new development, although actually the directive went out to local boards last April (known as LBR-123) and the failure or tardiness of boards to adopt the policy was explained away by National Selective Service officials as "the pressure of increased demands for military service".

WMC officials have stressed the fact that representation of an individual's occupation on the list of essential occupations is in no way a guarantee of deferment. In fact no blanket deferment is possible under the terms of the National Selective Service Act. The only benefit to be derived from the list of critical occupations is the deferment of an essential man for at least six months to allow for the training of a replacement.

Under the system of hiring controls announced last Friday, machinery will be possible in all labor-shortage areas to insure the manpower needs of essential industries. Immediately this system applies to 32 areas in the country where "critical shortages" have been designated. Other areas may be installed in the system if the local needs dictate such a program in the estimate of the Regional WMC Director after determination of needs with the regional management-labor war manpower committees.

Local "Critical" Tests

Where the need is felt for such a system, a list of "critical" occupations will be established by a local manpower chief of the area and "all hiring, rehiring, solicitations and recruitment of workers for specified employments shall be conducted solely through the agency designated by the WMC or in accordance with such arrangements as the regional manpower director may approve".

In practice this system is not likely to affect broadcasting for the present. It is primarily intended to solve the manpower quotas of war plants. However, if certain radio occupations, considered essential in Occupational Bulletin No. 27, also are considered essential locally in view of the available supply, then they would be appended to the local critical list.

Supply of personnel under circumstances of this kind would be based upon priority in terms of importance to the war effort. In manufacturing industries this would likely be determined on the basis of War Production Board priorities accorded industries. In service industries, such as broadcasting, "common sense" would likely be the determinant, it was learned.

Areas of critical labor shortage, listed by WMC, are:

Akron; Baltimore; Bath, Me.; Beaumont; Bridgeport; Brunswick, Ga.; Buffalo; Charleston, S. C.; Cheyenne; Dayton; Detroit; Elkton, Md.; Hampton Roads, Va.; Hartford; Las Vegas; Macon; Manitowoc; Mobile; New Britain, Conn.; Ogden, Utah; Panama City, Fla.; Pascagoula, Miss.; Portland, Ore.; Portsmouth, N. H.; San Diego; Seattle; Somerville, N. J.; Springfield, Mass.; Sterling, Ill.; Washington; Waterbury, Conn.; Wichita.

Performing Right Bills Are Offered in House

REVIVAL of efforts to establish a performing right in transcriptions and recordings, providing for payment of royalties to the performing artists, was seen in two measures introduced in the House Jan. 28 by Rep. Scott (R-Pa.). The measures followed in principle similar bills introduced periodically for several years by a Pennsylvania Congressman and endorsed by the National Assn. of Performing Artists, which essayed to procure a property right in recordings. These efforts subsequently lost out in the Supreme Court.

The Scott bills (HR-1570 and 1571) would amend the Copyright Act of 1909, to encompass recordings of every character, involving commercial public performance. The main bill covers the proposals in infinite detail while a second measure, only one paragraph in length, would amend the 1909 Act by eliminating its last paragraph specifying that the reproduction or rendition of a musical composition by or upon coin-operated machines should not be deemed a public performance for profit unless an admission fee is charged.

SOUND EFFECTS produced by the Curtiss-Wright *Helldiver* plane have been recorded for broadcasting by Gennett Records, New York.

They Like Our Style

A station either DOES or DOES NOT have that certain something — you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.

WAIR
Winston-Salem, North Carolina

WHO for Iowa Plus!
DES MOINES—50,000 WATTS
FREE & PETERS, Inc., National Representatives

CBS - BBC Series Aids United Cause

A NEW SERIES of International programs, *Transatlantic Call: People to People*, started yesterday (Sunday, Feb. 7) on CBS here and the BBC in England. Series, conceived by CBS President William S. Paley during his London visit last year, is designed to bring about a closer relationship between England and America by telling the people of each country how their allies live, work and fight.

Broadcast simultaneously on both sides of the ocean, the programs originate alternately in England and the United States. First program, *People With Jobs*, came from industrial North England; second will originate in Hollywood.

Norman Corwin will write, produce and direct the American programs. Geoffrey Bridson, BBC producer, produces and directs those from England, under the guidance of Lawrence Gilliam, director of features of BBC, now in the U. S. conferring with CBS executives about the series. Bob Trout, CBS correspondent in London, is narrator of the programs coming westward; Ronald Colman will handle the same asignment on those going east from here.

NBC Chicago Session

CLOSER cooperation between press and radio "to defend if necessary the right of free speech" was urged by Niles Trammell, NBC president, at the Chicago sessions of the NBC traveling war clinic last Friday and Saturday. Representatives of 23 NBC midwestern affiliates attended. Stanley Hubbard, president of KSTP, St. Paul, presided. Other speakers included Roy C. Witmer, vice-president in charge of sales; C. L. Menser, vice-president in charge of programs; John McKay, manager of Eastern Division Press Department; Frank M. Russell, vice-president in charge of NBC Washington; John F. Royal, vice-president in charge of International Broadcasting; Charles B. Brown, director of advertising and promotion; Noran E. Kersta, manager of the television department; Dr. James Rowland Angell, public service counsellor; William S. Hedges, vice-president in charge of stations.

AFM Files Brief

A SUPPLEMENTAL brief in the Government anti-trust suit before Judge John P. Barnes in Chicago was filed last Monday by AFM Counsel Joseph A. Padway. The brief reviews the oral argument presented by the union two weeks ago before Judge Barnes on the AFM motion to dismiss the suit. After hearing the arguments of both Thurman Arnold, who appeared for the Government, and Mr. Padway, Judge Barnes reserved his decision asking both parties to file briefs in support of their positions by Feb. 8 [BROADCASTING, Jan. 25]. Up to Friday, however, the Dept. of Justice had not submitted any papers since the oral arguments two weeks ago. Decision on the AFM motion to dismiss the suit based on the oral pleadings and the written arguments is expected to be made in writing by Judge Barnes next week.

UP Promotes Flory

HARRY R. FLORY, former European news manager of United Press and for the last two years in charge of UP coverage and communications arrangements on various war fronts, has been appointed foreign news manager and director of communications. He will supervise service to UP's 567 newspaper and radio clients outside the continental United States. Mr. Flory also will direct the UP communications facilities, including listening posts at New York, San Francisco, London, Santiago and Buenos Aires.

WKBV Sale Asked

TRANSFER of WKBV, Richmond, Ind., from Knox Radio Corp. to Central Broadcasting Corp. is sought in an application filed by William O. Knox with the FCC Jan. 27. All the stock (1,000 shares) would be acquired for $30,000 by the following: Gerald F. Allbright, president, 125 shares; Wilfred Jessup, vice-president, 5 shares; Eugene E. Alden, secretary, 5 shares; Rex Schepp, 125 shares; Central Newspapers Inc., 740 shares. Allbright, Jessup and Alden are directors.

Central Newspapers Inc., a subsidiary of Central Broadcasting, owns 100% of WIRE, Indianapolis, WAOV, Vincennes, Ind., and Oklahoma Newspapers Inc., publishers of the *El Reno Daily Tribune*.

Rosenbaum Stand Gets Gillin Reply

WOW Head Sees Objections In Proposed Settlement

JOHN J. GILLIN JR., general manager, WOW, Omaha, in a letter to all broadcasters, dated Feb. 6, answers the recent communication to the industry by Samuel R. Rosenbaum, president of WFIL, Philadelphia, proposing that that the AFM ban on recordings be settled by an agreement of all commercial users of recordings to pay performance fees into a musicians unemployment fund [BROADCASTING, Feb. 1].

Letter points out that although James C. Petrillo, AFM president, has agreed to formulate specific demands and to make them public within the next week or ten days, "Mr. Rosenbaum's suggestion is that the broadcasting industry should make a proposal to Mr. Petrillo before Mr. Petrillo keeps his promise."

Describing Mr. Rosebaum's solution as similar to that advanced by Bernard Smith [BROADCASTING, Nov. 30], Mr. Gillin continues: "It calls upon all commercial users of recorded music to pay a percentage of their receipts into a fund for the benefit of unemployed members of Mr. Petrollo's union and suggests that broadcasters should recognize, and should help Mr. Petrillo compel other industries to recognize, an obligation to these members."

*A $4,215,000 EAR

LET THEM HEAR YOUR MESSAGES THRU KFDM

*A $4,215,000 industrial pay roll in Orange and Jefferson counties.

Reaches 28000 WORKERS IN WAR INDUSTRIES ALONE

Blue Network

KFDM

BEAUMONT

REPRESENTED BY THE HOWARD WILSON COMPANY

WBZ

A REAL OPPORTUNITY FOR AN ALERT, AGGRESSIVE SALESMAN

ONE of the best-known companies in its field of advertising needs another salesman—a personable fellow who at the same time is the kind of salesman who uses his head to select a good, saleable product, and then uses both his head and his feet to *sell it*, despite "Hell and high-water".

For such a man who combines real sales ability with intelligence and integrity, we have a permanent, highly-paid job leading to constantly increasing responsibility, authority and income.

Think it over—or pass this advertisement on to somebody you think would fill the bill. Men over 38 with successful experience in selling advertising media will naturally get preference. Our organization knows of this advertisement, so please write fully. Address Box 275, Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Dr. Jordan Heads NBC Religious Broadcasts

DR. MAX JORDAN, research assistant to NBC's public service counselor, Dr. James Rowland Angell, was appointed last week to serve as NBC director of religious broadcasts. He will continue his special assignment with Dr. Angell, on the *Inter - American University of the Air.*

Dr. Jordan

Dr. Jordan joined NBC in 1931 as European representative, subsequently covering a number of historical events, including Hitler's march on Austria, the Munich Agreement, the Ethiopian invasion and the first stratosphere ascension by Dr. Pickard. Previously, he had studied religious philosophy abroad. For five years he was foreign editor of INS, later doing freelance writing. He travelled extensively for three years before joining NBC.

HEMISPHERE SOLIDARITY is symbolized by this "Trophy of the Americas" bearing flags of 21 American republics, being distributed to affiliates of Radio Programas de Mexico. Mrs. Gloria Gutierrez de Quintanilla received one for XEW from Mr. Francisco, Assistant Manager of Radio Programas de Mexico, while Mario Navanjo Quintanilla (left), manager of XEFB, Monterrey station, watched the proceedings.

261 Enter Blue Debates

A RECORD registration of 261 students from 140 colleges has been announced for the National Intercollegiate Radio Prize Debates, conducted by the American Economic Foundation in cooperation with the BLUE. First series last year had 178 entries. Debates will be broadcast by local BLUE stations, Feb. 15 to March 15, with finals in New York April 18 on *Wake Up America*, BLUE program presented by the foundation.

WILLIAM I. WALLACE, general sales and merchandising manager of North Central Broadcasting System, with home office in St. Paul, has been granted a leave of absence for the duration to manage a 527 acre grain and dairy farm at Hawley, Minn., in which he holds an interest, in order to keep it in production. His former duties are being assumed by other members of the staff.

Book on Radio

A LAYMAN'S GUIDE to radio speaking, scriptwriting and other phases of microphone technique is found in Helen Sioussat's book, *Mikes Don't Bite* (L. B. Fischer, New York, $2.50). Reactions of prominent personalities confronted for the first time with a mike are recounted by Miss Sioussat, whose experiences as CBS director of talks, enrich the book with interesting anecdotes. Introduction was written by Elmer Davis, director of the Office of War Information and former CBS newscaster. The book is light and humorous, with appropriate line drawings by Jack Hoins of the CBS publicity department.

GE Promotes Fritschel

E. H. FRITSCHEL, who joined the General Electric Co. following his graduation from Iowa State College in 1926, has been placed in charge of sales and industrial electronic tubes, in addition to his duties as director of sales of radio transmitter tubes. Mr. Fritschel succeeds Dr. H. A. Jones, now a Lt. Col. in the Army Signal Corps.

Egolf Joins NAB

(*Continued from page 7*)

on recommendations made by President Miller.

Mr. Miller asserted that the new NAB official, in addition to general public relations activity, will handle matters incident to relations between the industry and religious, educational, civic and social groups. He also will assist in handling broad industry matters involving Governmental regulation.

Mr. Egolf has had extensive experience in the advertising and radio fields, covering 15 years. Born in Kansas City, he was educated at Muskogee, Okla. and is a graduate of the Law School of the U of Oklahoma.

Agency Background

In both high school and college he took prominent part in students' affairs and was editor and co-publisher of a college magazine. Following graduation, he went to Florida and engaged two years in legal work and in editing and advertising as director of publicity of the Rose Investment Co. He returned to Oklahoma to join the Rogers-Gano Advertising Agency of Tulsa and Chicago as account executive and copywriter. For five years in this work, he handled all types of advertising in magazines, newspapers, direct-by-mail, posters and radio. He edited several house organs for agency clients.

Joins KVOO Staff

In 1932 Mr. Egolf became commercial manager of KVOO, then a 5,000-watt station, and was active in its growth to 25,000 watts, under general manager William B. Way. In 1940 he was a member of the Sales Managers' Committee of the NAB and served as president of the Tulsa Advertising Club. He is a member of the Board of the Tulsa Better Business Bureau and of the Market Development Committee of the Tulsa Chamber of Commerce.

In 1941 Mr. Egolf was re-elected president of the Tulsa Federation and treasurer of the Better Business Bureau. He also served as first Lt. Governor of the Tenth District of AFA. In June last year he was elected AFA vice-president and in November as Governor of the Tenth District.

Mr. Egolf is a member of Phi Delta Gamma, is married and the father of two children.

for ACTION in the DETROIT AREA
800 kc.
BUY CKLW
If you sell the Detroit Area, get the facts on CKLW coverage at lowest cost. Over 8,000 homes in our primary area . . . who listen to a station backed by dynamic pogram alertness to the trend of the times.
5000 WATTS DAY and NIGHT
MUTUAL BROADCASTING SYSTEM

JACK BENNY
HELPS
Guarantee Listeners
TO
KSEI
POCATELLO, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
Growing Industrial Center.
Factory employment 111.3%
ahead of 1930.
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

TRAINING WOMEN as announcers, just in case manpower fails, is a precaution taken by WIZE, Springfield, O. With other students watching, Fred Kilian, WIZE program director, looks over a novice's shoulder as she tries a high-powered commercial.

Dr. Berg Claims Daytime Serial Best Medium to Combat Axis Propaganda

THE DAYTIME serial is the best possible medium to combat Axis propaganda, concludes Dr. Louis Berg, New York psychiatrist, in a 23-page pamphlet published privately recently under the title "Entertainment Programs and Wartime Morale". Coming from one who has made the "soap opera" the subject of scourging attacks, notably in the pamphlet, "Radio and Civilian Morale" [BROADCASTING, Dec. 7], the statement creates surprise, but is not at variance with Dr. Berg's previously expressed views on the subject.

Continuing in his disapproval of the actual content of many current daytime dramas, "still permeated with the despair and the destructive mental set of the 1930's", he now emphasizes the potentialities of the form itself. The NBC Peabody prize winner *Against the Storm*, now off the air, is cited as an example of a program which achieved most of the objectives needed to inspire in listeners the "will to war".

Selects Morale Builders

The four goals for the "soap operas" outlined by Dr. Berg are in brief: 1) Through dramas, to show the enemy as he is; 2) to anticipate Axis propaganda; 3) to give an accurate portrayal of the American way of life, demonstrating its values by showing the consequences of their loss; 4) to present wartime needs in dramatic form, incidentally recruiting larger audiences.

Ten "psychiatrically sound" programs have been selected from five categories, as the "best morale builders in radio." They are: Pure Entertainment—*Fibber McGee & Molly*, NBC, (S. C. Johnson & Son, floor wax); *Fred Allen*, CBS (Texas Co.); Entertainment Drama, Evening—*One Man's Family*, NBC (Standard Brands, yeast); *Amos 'n' Andy*, CBS (Campbell Soup Co.); Daytime Programs—*Against the Storm*, NBC (Procter & Gamble, Duz); *The Goldbergs*, CBS (Procter & Gamble, Duz). Entertainment with a Purpose—*Cavalcade of America*, NBC (E. I. Du Pont de Nemours Co., institutional); *The Commandos*, CBS (sustaining). Military Life Programs—*Army Hour*, NBC (sustaining); *The Man Behind the Gun*, CBS (sustaining).

Relaxation Needed

Music and laughter rank high as desirable ingredients for a good "morale builder", while out-and-out propaganda dramas, and certain types of message-burdened radio programs, designated as "amusement programs with a purpose," come in for considerable criticism.

"Because we are prone to think of war in terms of emotions," writes Dr. Berg, "we have a great need for radio programs which will distract us from our dark thoughts at times when we are resting from our exertions. Truly, there are times when the 'belly laugh' is incomparably more effective than the more aesthetically named vehicles for building public morale." Music programs have the same nerve-relaxing and inspiring effect, he points out, but there should be more songs in two-four or marching time, although "swing" has a definite value of its own.

Cited as an example of the best kind of radio drama designed to amuse and at the same time create attitudes that will facilitate our victory, is *Cavalcade of America*. Radio plays dealing with the American spirit of fair play, our sense of family and neighborliness, such as *One Man's Family* and *The Aldrich Family*, are especially commended.

Atrocity propaganda dramas are highly over-estimated as to their effectiveness, according to Dr. Berg. He points out that through picturing Italy, Hungary and other Axis partners as unwilling accomplices, there is a tendency to "coddle" our enemies. Declaring that propaganda dramas are "ineffectually written and produced", he calls upon advertisers, agencies and others to correct that condition.

The need for a sound and unified strategy in defensive psychological warfare, and for the education of officials regarding the power of radio, are the two findings of paramount importance revealed by his survey, concludes Dr. Berg. He summarizes:

"Official America has developed no adequate unity of plan, or even conception, of strategy for conducting defensive psychological warfare with unrivaled effectiveness. Civilian and military leaders alike appear to have no more complete understanding of our psychological air power—radio—than they had of military air power before the war." Radio, he says, is "by far the best medium" we possess for mobilizing morale: it reaches the greatest number of people, estimated at 90 millions day in, day out: listening requires much less effort and concentration than reading: receiving sets are often available to homes cut off from other media."

"Since the boss started advertising on WFDF Flint Michigan, have I been taking orders!"

Always Popular Now More POWERFUL

WCAO

The Voice of Baltimore

NOW 5,000 WATTS DAY & NIGHT 600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.

National Sales Representative

New York • Chicago • San Francisco • Los Angeles

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND

● KMPC, most powerful independent in the West, beams 38,000 watts by directional transmitting over all of Southern California . . . unsurpassed coverage at lowest cost!

KMPC ★

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
CHNS
Halifax, N. S.
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

House May Slash FCC Fund

(Continued from page 9)

to and from Rep. Cox. Edward J. Lord, formerly general manager of WALB, testified Tuesday regarding operation of the station during his period of tenure. Primarily the testimony was concerned with the character of the station's operation and Mr. Lord was required to submit considerable personal papers belonging to his files concerning his association with the station.

Will Seek Transfer

Mr. Allen, station counsel, questioned Mr. Lord's legal right to possession of some of the papers and finally threatened the witness with larceny charges before a Georgia grand jury. FCC Counsel Cohn objected and the Commission's Examiner, Donald M. Harris, finally cautioned Mr. Allen that he would ignore such comments in considering the facts of the case since it represented an attempt to intimidate the witness.

At the close of Wednesday's session the Commission ordered resumption of the hearing in Washington Feb. 25 when C. D. Tounsley is scheduled to resume his direct testimony which was interrupted Jan. 16 by the witness' ill health. Mr. Allen expressed his intention of filing for transfer to Albany, Ga. If this is denied he said he would seek the right to take depositions and finally would ask postponement of the hearing in Washington to later in March if both of other maneuvers fail.

Meanwhile on Capitol Hill, Rep. Martin Dies (D-Tex.), chairman of the House Special Committee to investigate un-American activities, reiterated charges that three members of the FCC staff are "communists" and promised to hand over his evidence to the Cox committee. Those named are attached to the Commission's Federal Broadcast Intelligence Service.

The charges against FCC personnel were leveled during an hour-long speech on the House floor Tuesday, in which the Texan named about 40 Government employes. At the same time, Mr. Dies called on Congress to demand strict accountability from agency heads "for their acts and their conduct."

FCC employes, named in the speech as staff members of the Foreign Broadcast Intelligence Service, include Frederick L. Schuman, Goodwin B. Watson and William E. Dodd Jr.

Mr. Dies branded Mr. Schuman, the FBIS Chief Political Analyst whose salary is $5,600, "as a man of violent political views". The Congressman read from a campaign pamphlet for Communist candidates Foster and Ford, signed by Schuman, calling on workers in the professions and arts "to join in the revolutionary struggle against Capitalism". Mr. Schuman, professor of Political Science, on leave from Williams College, Williamstown, Mass., is the author of several standard text books used in University political science courses.

Dr. Watson, Chief Broadcast Analyst at $6,500, was the center of bitter controversy when the Commission's appropriation bill came before the House a year ago. Mr. Dies said he warned Chairman Fly about Watson in November, 1941.

The House version of the FCC appropriation for 1943 provided that none of the fund should go to Watson, but this was later deleted by the Senate. Mr. Dies said Tuesday that Watson has been raised since that time from $5,600 to $6,500.

Third target of the Dies' attack, Mr. Dodd, son of the former U. S. ambassador to Germany, has a $3,200 FBIS job. Mr. Dies said Dodd had recently, on advice of his committee and the FBI, been denied a State Department visa to go abroad. Dodd was accused of being a secretary of the American League for Peace and Democracy, which Rep. Dies said "had been branded as subversive" by the Attorney General.

Rep. Woodruff (R-Mich.) in extending his remarks in the *Congressional Record* last Wednesday called attention to the Dies charges and mentioned again the names of the three FBIS employes. He contended this sort of influence in Government "must be rooted out" and Rep. Dies' demand that such people be "ousted from the Government payroll" should be heeded.

In the House last Thursday, Rep. Hendricks (D-Fla.) proposed an amendment to the Post Office and Treasury appropriation bill, providing that no part of any appropriation contained in the act should be used to pay the compensation of the Government officials and employees enumerated by Chairman Dies. These included the names of Messrs. Schumann, Watson and Dodd. Last session, the FCC appropriation bill carried a rider specifying in effect that Dr. Watson be released, through the "no appropriation" provision.

TIME CHANGE HITS PROGRAMS ON CBS

TWO CBS programs, *Blondie* and *News by Frazier Hunt*, are the only commercial network programs affected by the Georgia time changes, according to a check of major networks made by BROADCASTING last week. Of the six CBS affiliates in the state, three are located in cities adopting Central War Time: WGPC, Albany; WGST, Atlanta; and WMAZ, Macon, and three are in cities remaining on Eastern War Time: WRDW, Augusta; WRBL, Columbus, and WTOC, Savannah.

The *Blondie* programs on the three stations now on CWT have been shifted from the original broadcast at 7:30-8 p.m. (EWT) to the rebroadcast at 10:30-11 p.m. (EWT). Sponsor is R. J. Reynolds Tobacco Co., Winston-Salem; product is Camels and agency is William Esty & Co., New York. General Electric Co., Schenectady, has also shifted the Frazier Hunt broadcast in Atlanta, only city affected for this program, from the original broadcast at 6-6:15 p.m. to the repeat at 10:45-11 p.m. Program is institutional, placed through Maxon Inc., New York.

NBC and the BLUE report that their Atlanta outlets are the only ones changing time and that so far there has been no need to alter network schedules, as the hour's difference in time broadcast has not adversly affected any commercial network programs in that city. MBS said that although a number of its Georgia stations have changed from Eastern to Central time, the network has not had to revamp its schedule as a result.

N. J. Radio Council

REPRESENTATIVES of six radio stations and some 30 civic and educational organizations in New Jersey were to meet Feb. 8 in the auditorium of the Bamberger store in Newark to lay plans for forming a New Jersey Radio Council. Mrs. R. W. Cornelison, educational chairman of the New Jersey Federation of Women's Clubs, was to preside at the meeting, which was to be addressed by Mrs. Dorothy Lewis, coordinator of listener activities of the NAB. Stations participating in the meeting were to be WAAT, WHOM, Jersey City; WBAB, WFPG, Atlantic City; WPAT, Paterson; WOR, New York.

HAVE YOU SEEN HENRY
. . . The Pole Vaulting Fish?
If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.
The Perfect Place to Spend Your Vacation
MODERN LODGE
Write for free booklet and rates: Wakulla Springs Lodge Wakulla, Florida

Monopoly Hearing Is Set for Feb. 10

(*Continued from page 14*)

to determine what we may hear in local meeting halls, the brief said it would be "far more pernicious for a like number to dominate what goes over the airwaves".

Calling for greater competition, the brief held that the percentage of profit made by the networks "is so large as to indicate still further that a truly competitive situation does not exist". Alluding to the "radio pipe lines into the market of thought", the Union said it would oppose Government domination of broadcasting at least as strongly as any other centralization of power over radio.

American System in Jeopardy

Contending that the regulations are in aid of diversity over the radio, the brief stated that it seemed reasonable that unless the Commission steps in now, the American people will have to choose "between control over the airwaves by a few corporation officials and control over the airways by a few Government officials."

The AAAA brief, pointing out that the American system is made possible by advertising revenue, declares: "It is essential to the needs of advertising practitioners and of all their clients that there be no reduction in the number of radio stations which are now available outlets for the national advertiser in each community, and that there be no impairment of the present availability of these stations for the needs of the national advertiser of these stations."

Nets at Disadvantage

Argument is focused on the regulation forbidding exclusive options of station time by the networks which, the AAAA contends, "places the networks at a serious competitive disadvantage. . . . In most instances, space and circulation can be purchased in any quantity for firm delivery. In broadcasting, under the proposed order, no assurances of any kind can be given the advertising practitioner as to the time and stations available within a reasonable negotiating period, giving due consideration to all the elements which go into the making of a commercial broadcasting program."

Brief states that "no station under the proposed order could agree in advance to make any time available when and if ordered on behalf of a network advertiser. . . . It places the purchase of commercial broadcasting from the listener circulation standpoint on a 'what-is-left' basis, rather than on an assured-in-advance basis such as is sold by the competitors of network broadcasting."

Competition Endangered

Arguing that "the maintenance of vigorous competition among the networks is in the public interest," the brief continues, "the advertising practitioners fear that the effect of the Commission's order will be the extinction of this vigorous competition by the order's tendency to promote a network of the strongest individual stations, leaving the weaker stations without adequate financial support."

The present networks grew through program popularity, building audiences for all their affiliate stations, strong and weak alike, the AAAA contends, so that when the network is sold as a unit, "the stronger stations carry the weaker stations of the network". But under the proposed rules "an advertising practitioner or its client or any other party in control of top ranking programs could set up a network comprised of the stronger stations in each locality" which would "command the most desirable commercial broadcasting business, to the injury—in financial returns and listening audience—of the weaker stations.

Would Injure Locals

"The result would be that all but the strongest stations would become more and more undesirable for use by advertising practitioners whose clients are national advertisers. The effect upon network broadcasting would probably be that instead of having four national networks, now actively competing among themselves, with the best audience building programs, there would be one all-powerful network confined to a single group of the strongest stations of the country.

"The weakening of the present networks, through the loss of influential stations and of top-ranking programs, would lessen their ability to serve the smaller stations with audience building programs. A vicious circle might thus be developed injurious to the great bulk of advertising practitioners, advertisers and weaker stations."

The AAAA also points out that advertisers and agencies were not invited to testify at the investigation on which the FCC based its network-monopoly regulations, adding: "It may be that if the Commission had secured the testimony of the principal commercial users of broadcasting the majority would have come to a conclusion other than that set forth in their opinion".

Brief concludes with a request that the authority of the FCC "be clarified by the Trial Court after hearing the testimony."

NOVEL FABRIC SCREEN conceals the pipes of the organ in the new auditorium studio of WPTF, Raleigh, recently opened in the 16-story Durham Life Insurance Co. Bldg. Facilities include talent, visitors and announcers lounges, clients' audition room, music library, three smaller studios and the auditorium, built by Johns-Manville with non-parallel walls to NBC acoustical specifications. A little more than a year ago WPTF installed a new 50-kw. Westinghouse transmitter.

Advertising Aids Rating Of Cresta Blanca Show

TEST of listener reactions to the five-week newspaper advertising campaign for the MBS *Cresta Blanca Carnival* program reveal an increase of some five points in the show's audience rating, according to a survey made by C. E. Hooper Inc., New York, for William H. Weintraub & Co., New York, agency handling the broadcast for Schenley Import Corp., New York.

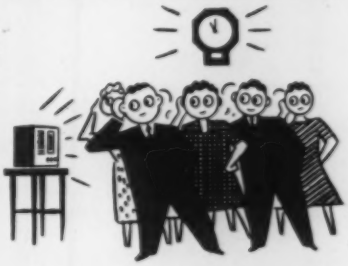
The advertisements placed in 68 cities in 27 states, carried a total lineage of 153,600 from Jan. 13, when the show's format was changed, through Wednesday of last week. They appeared for the most part next to radio program listings in 128 papers, and served as promotion for the newly-reorganized program, starring George S. Kaufman and Oscar Levant.

Stanley for Douglas

JOHN STANLEY, New England news commentator, has been selected as commentator for the Sunday evening 10:30-10:45 period on 11 Mutual stations, which W. L. Douglas Shoe Co., Boston, starts March 7. Other Mutual outlets will carry the news series on a sustaining basis. Agency is Harold Cabot & Co., Boston.

Hilda Lucey Leaves

HILDA LUCEY, radio timebuyer of Kenyon & Eckhardt, New York, on March 1 is leaving to join her husband, Ensign John C. Harley, stationed at Quonset Point, R. I.



KGO's 11 P.M. NEWSCAST HAS 51% OF THE LISTENERS at that hour... more tune-ins than the combined audience of 4 other newscasts at this period. FIVE YEARS ON THE AIR... 7 NIGHTS A WEEK...ask your Blue Spot Representative or write direct for data on sponsoring KGO's late evening news.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

BRITISH COLUMBIA
LAND OF OPPORTUNITY
FIRST WITH NATIONAL BUSINESS, TOO
CJOR
VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)
NOW MORE THAN EVER 1st

Net Time Sales $191,000,000 in 1942

6.1% Gain Over Prior Year; Gross Hits $254,800,000

(*Continued from page 7*)

45.3%, constituted national network business. Local business, aggregating $52,000,000, represented 27.2%, while national and regional non-network spot, totalling $49,500,000 accounted for 25.9%. Regional network business, aggregating $3,000,000, represented 1.6% of the total.

Thus, with the exception of weakness in the local sponsor field, gains on the part of various portions of the medium were about equal. *Net time* sales of national networks rose approximately 8.5% above the 1941 level, while regional network advertising increased in the neighborhood of 9%. For the first time in several years, the gain in national and regional non-network advertising was less than that in the national network field. *Net time* sales to national and regional spot advertisers in 1942 were 8.1% above the 1941 level as compared to an increase of 22.9% in 1941 over 1940.

The weak showing in the local field undoubtedly was due to dislocations of retail trade and service industries, as well as problems confronting smaller distributors, all of which constitute important segments of local radio advertising volume.

While limitations of sample do not permit detailed analysis of the trend as to radio advertising volume by class of station, nevertheless a number of significant factors appear. The majority of stations situated in primary and secondary markets of any importance seem to have continued to enjoy gains in *net time* sales volume. On the other hand, losses probably have been experienced by a large number of limited, day and parttime stations of the regional and local classes, as well as by unlimited, day and parttime stations of the regional and local classes, as well as by unlimited time local stations, situated in uneconomic markets. These marginal stations lead a continuously precarious existence and are the first to suffer when advertising volume either begins to grow more slowly or to show an actual decline.

National non-network advertising appears to have grown relatively more rapidly over local unlimited time stations than over any other class during the past year, increasing between 10% and 15% as against 1941. Advertising by this type of sponsor seems to have increased between 7% and 10% over clear-channel and regional fulltime stations. Fairly heavy declines in national and regional non-network business probably have occurred for many limited time, parttime and daytime stations.

Little Basic Type Changes

Local advertising volume appears to have increased to a somewhat greater degree over clear channel stations than over stations of any other class, although trends in this respect are not entirely clear at this writing. Local sponsorship over unlimited time regional stations held its own, while there has been a slight decline in such business over local stations. Declines probably also have been heavy in the case of limited and daytime stations.

There has been little change in the relative importance of the various basic types of radio advertising. The proportion of total net time sales represented by national network advertising rose from 44.3% in 1941 to 45.3% in 1942. This is a usual concomitant of periods in which radio advertising growth slows up or declines, due to greater stability of national network advertising sponsorship. The percentage of total *net time* sales represented by national and regional non-network advertising rose from 25.4% in 1941 to 25.9% in 1942, while that represented by local advertising declined from 28.8% to 27.2% over the same period.

Volume to Be Stable

On the basis of trends in recent years, it is ventured that radio advertising volume in 1943 will be comparatively stable and that few important increases will occur during the year. The effect of wartime operations, with shortages of many products and rationing all down the line, however, makes prognostication hazardous. *Net time* sales over the last six years are set forth in the following table:

Total Radio Net Time Sales (1937-1942)

Year	Net time sales	% Change from previous yr.
1937	$117,903,973	-------
1938	117,379,459	— 0.4%
1939	129,968,026	+10.7%
1940	155,886,247	+19.7%
1941	179,753,217	+13.3%
1942	191,000,000 (Estimated)	+ 6.1%

Estimates of the *gross billings* of the major networks have been made more difficult during the last two years by the fact that NBC has discontinued issuing figures of this type. Other estimates available show CBS with an aggregate of $45,593,125 as compared to $44,584,378 in 1941; Blue Network Co. with $15,782,493 as against $12,858,169 in 1941 (the BLUE was separated from NBC at the beginning of 1942); and Mutual $9,636,122 as against $7,300,955 in 1941.

Because of the lack of comparable figures among the networks, it is difficult to determine trends in different classes of business. Based on data available, the following table, projected from estimated *gross billings* for national network advertising by type of sponsoring business for 1942, is computed as a guide on this important phase of radio advertising.

Estimated National Network Gross Billings by Product Groups (1942)

Product group	Gross billings	% total
Automotive	$ 4,770,000	4.0%
Clothing & dry goods	954,000	0.8%
Confectionery and soft drinks	5,538,000	4.7%
Drugs & toilet goods	32,395,000	27.5%
Financial & insurance	1,120,000	0.9%
Foods & food beverages	26,204,000	22.1%
House furnishings & equipment	1,589,000	1.3%
Jewelry & silverware	299,000	0.2%
Petroleum products & fuel	3,256,000	2.7%
Publications	1,410,000	1.2%
Radios, phonographs, etc	908,000	0.7%
Soaps & household supplies	13,961,000	11.8%
Tobacco products	18,176,000	15.4%
Travel & Hotels	102,000	0.1%
Political	61,000	0.1%
Miscellaneous	7,457,000	6.3%
Total gross billings	$118,200,000	100.0%

Probably the most significant disclosure in this table is the great stability shown by the principal network sponsors during 1942. Cigars, cigarettes and smoking tobacco, drugs and toilet goods, foods and food beverages, and soaps and household supplies account for slightly more than three-quarters of national network advertising. As far as can be determined, the advertising of the two most important of these groups—food and drug and cosmetics—remained comparatively unchanged. Network gross billings of the drug and cosmetic group seem to have risen about 2% over the 1941 level, while those of the food group increased between 1.5% and 2%. Soaps and household equipment advertising over national networks seems to have remained unchanged in volume during the past year. Of the

BURNED HIM UP

Cleveland Dept. Store Tragedy —Defers Broadcast—

FOR THREE years salesmen of WGAR, Cleveland, had been working to sell officials of the Stearns Co., large Cleveland department store. Finally Bob Forker, handling the account, closed the contract. The show had been auditioned, accepted and scheduled to start the morning of Jan. 20.

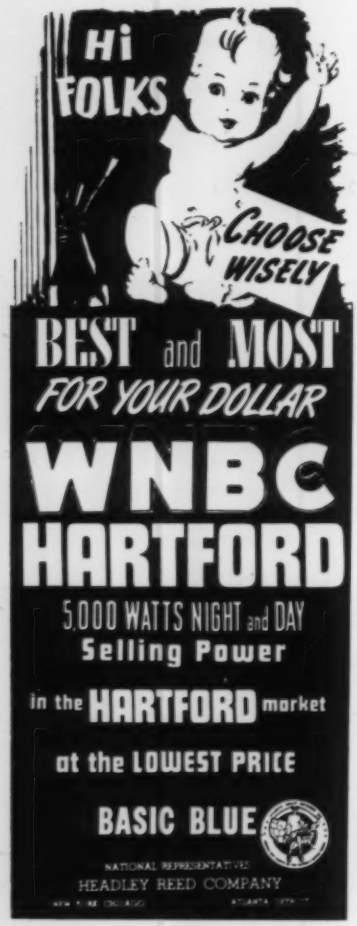
The eve of the big day arrived. Bob went to bed satisfied that nothing was left undone to give Stearns a bang-up good program the next morning. That night, however, fire broke out in the big department store.

WGAR described Bob's tragedy thus:

"Forker, ever loyal to the account, ever loyal to WGAR, rushed to see, his ears could not believe.

"But there—there—'twas true, his beautiful new account—burning—going up in smoke. Oh horror, oh death, oh gawd, his 15%."

The store has postponed the program indefinitely. Damage reached $100,000 and the store has been closed until repairs can be completed.



KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

ur groups mentioned above, only bacco showed any material in- ase in national network expen- ures, volume in this instance ris- between 15% and 20%.

Automotive advertising over na- nal networks increased about % during the year, probably due ainly to the increased use of the edium for good will and institu- nal purposes.

Confectionery Advertising Up

Confectionery and soft drink dvertising showed one of the most mportant gains of all product roups, rising approximately one- hird above the 1941 level. Publi- ations advertising also rose in the eighborhood of one-third during he year.

National restrictions on non-es- ential driving for the purpose of onserving the nation's rubber sup- ly were reflected in the marked decline of gasoline company adver- tising over the major networks. Ad- vertising volume for this product group decreased about 45% from the 1941 level.

Network financial advertising probably increased 10%, while travel advertising, a comparative- ly minor item, rose about 15%, Jewelry and silverware advertis- ing, on the other hand, dropped off about one-fifth. House furnish- ing and equipment advertising, re- flecting limited stocks of consum- ers' goods in this field, dropped off about one-fifth from the 1941 level.

Estimated *gross billings* for the industry as a whole, based on cal- culations by Dr. Hettinger and Paul F. Peter, NAB director of research, for the years 1927-41, and BROADCASTING'S estimates for 1942 are as follows:

Estimated Radio Gross Billings (1927-1942)

Year	National Networks	Others	Total
1927	$ 3,833,000	$ 987,000	$ 4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	106,900,000	130,700,000	237,600,000
1942	118,200,000	136,600,000	254,800,000

Tribute to Altman

MORE than 1,200 trees have been planted in a grove in Palestine as a tribute to Hyman Altman, who is marking his 13th year as direc- tor of the *Jewish Hour* on WJLB, Detroit. The Jewish Natonal Fund Council of Detroit started the movement.

Small Stations File Fewer Complaints In Last Month About Revenue Losses

DECIDED letdown in the com- plaint about losses in revenues of small stations has been detected during the last month, with indi- cations that some revival of busi- ness has taken place and the situa- tion may not be nearly as bad as was thought several months ago when the Government began look- ing into the picture.

While no official reports yet are available, industry surveys reveal that the number of losers probably is little larger than it was in 1941. There were approximately 180 sta- tions in the red ink category in 1941, the majority of them in sec- ondary markets or in outlying areas.

Tentative Report Drafted

There are about two dozen sta- tions, however, in the larger markets that have been chronic losers, most of them subsidiaries of other businesses. Word spread last fall that many stations were faced with closure because of loss of both national and local business. The majority of these stations were without network affiliations. The number, however, apparently has tapered off during the last quarter.

FCC Chairman James Lawrence Fly, who has authorized a study into the financial status of stations, said at a news conference last Monday that a tentative report had been drafted, based on an FCC financial survey. He added, how- ever, that a fairly substantial num- ber of stations had been laggard in submitting material and that the analysis was not yet complete.

Chairman Fly said he considered his job in the matter as an advisory one, that the Commission would not "intrude" on business transac- tions which may be involved. He has sought, in collaboration with the Office of War Information, to encourage national advertisers to buy time on smaller stations.

Advertiser-Station Problem

"I consider my job," Mr. Fly said, "simply to help the stations in any way I can and incidentally I think to help the advertisers in getting their teeth into the prob- lem and into the potential of this mode of advertising. I do hope to stimulate some responsible adver- tising in the field of the small and remote stations.

"I expect to simply furnish whatever information we might have available to the various sta- tions, classes of stations, and move into the background with the thought that the whole matter would be one of private relations between the advertiser and the sta- tions. All we would expect to do would be to furnish background information as far as it is avail- able to us. In other words, we want to help in any way we can with- out intruding on the business transactions that may be involved."

New French Series

SOME 200 stations plan to carry the half-hour transcribed series *L'Heure de la France Eternelle*, just released by the newly-organ- ized French-American Congress for Democracy. Consisting of dramatizations, French songs and talks by Fighting French leaders, program is intended to promote Democracy principles among the American population of French birth and ancestry. It is distrib- uted free to stations in coopera- tion with *La Voix de France*, French newspaper published in this country. The German-American Congress for Democracy, which is- sues the transcribed series *We Did it Before* [BROADCASTING, July 13, Aug. 17], has been given financial support by the Office of War In- formation, Jacques Ferrand, radio chairman of the two groups, an- nounced.

Sweeney's Work Grows

KEVIN B. SWEENEY, Western division sales promotion manager of BLUE, Hollywood, has been as- signed additional duties in the sales department, according to Don E. Gilman, West Coast vice-presi- dent. Working with BLUE spot sales, Mr. Sweeney will develop eastern business for the network's 13 Pacific Coast stations. In the latter capacity he will report to Tracy Moore, Western division sales manager. As sales promotion manager he works under direction of Mr. Gilman.

Marcantonio Bill

BILL prohibiting abandonment without FCC permission of "any line, plant, office or other physical facility" of a communications in- dustry, including telegraph and radiotelephone, was introduced in the House by Rep. Vito Marcan- tonio (AL-N. Y.) recently. The bill also would eliminate alien control from companies engaged in inter- national communications by cable or radio.

Fireproofing Radios

NEW standards for fire preven- tion in electrical radios are ex- plained by H. B. Smith, associate electrical engineer of Underwriters Labs. Inc., in the January 1943 issue of *Industrial Standardiza- tion*, house organ of the Ameri- can Standards Assn. Standards set by Underwriters Labs. and ap- proved by ASA will be used in post-war radio production.

ZENITH RADIO Corp., Chicago, has announced formation of a subsidiary, Zenith Radionics Corp., to conduct laboratory research work formerly carried on in the parent organization's research division.

AP

KPO, San Francisco, Cal.

. . . up to the usual high standards usually associated with your service . . . as full as we could possibly desire.

Don F. Martin, Director, News Special Events.

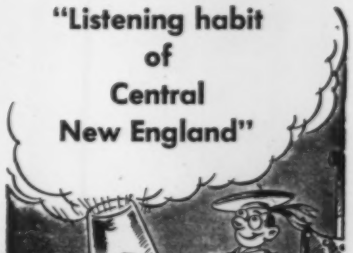
available through PRESS ASSOCIATION, INC. 50 Rockefeller Plaza New York, N. Y.

"We like the scripts ...we like the ideas... we like the program" WAGM

● If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

ASCAP Radio Program Service 30 Rockefeller Plaza • New York

"Listening habit of Central New England"



KSTP

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry Co.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JANUARY 30 TO FEBRUARY 5 INCLUSIVE

Decisions . . .

JANUARY 30

WALB, Albany, Ga.—Affirmed decision of motions commissioner denying petition to continue further hearing from Feb. 1 to March 15 on renewal application, CP and voluntary assignment of license; completion of testimony of Witness Tounsley postponed to Feb. 25.

FEBRUARY 2

WJRM, Elkins, W. Va.—Hear application for mod. of CP for extension commencement-completion dates of new station.

WHEB, Portsmouth, N. H.—Denied special service authorization to operate 7:00 a.m. to local sunrise, Nov., Dec., Jan., Feb., 250 w., to Feb. 1, 1944.

KVOO, Tulsa—Granted special service authorization to April 1, 1944, for 1170 kc., 25 kw. to local sunset, unlimited; DA-N.

FEBRUARY 3

WLW, Cincinnati—Hearing postponed on application for mod. license use 500 kw. Feb. 8 to March 9.

WGRC, New Albany, Ind.—WKPT, Kingsport, Tenn.—Dismissed without prejudice applications for CP; cancelled oral argument.

KJR, Seattle—Dismissed without prejudice application for mod. of CP to operate on 1000 kc., 50 kw., DA-unlimited.

WERC, Erie, Pa.—Continue hearing on application for mod. of license Feb. 10 to April 12.

FEBRUARY 4

KGHI, Little Rock, Ark., KFDM, Beaumont, Tex.—Granted licenses for new transmitters.

KFEQ, St. Joseph, Mo.—Granted license for new transmitter, DA, power increase, change hours of operation, move transmitter.

Applications . . .

FEBRUARY 3

KVOO, Tulsa—Mod. CP for power increase, change hours, new transmitter, DA-N, extension of completion date from Feb. 2, 1943, to April 4, 1943; extension of special service authorization for unlimited time, 25 kw. N, 50 kw, D, to April 4, 1943.

WKBV, Richmond, Ind.—Transfer control from William O. Knox to Central Broadcasting Corp. (1,000 shares).

WJHO, Opelika, Ala.—Voluntary assignment of license to Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr., d/b as Opelike-Auburn Broadcasting Co.

NEW, Associated Broadcasters, San Francisco—CP new international broadcast station 50 kw., share WBOS and KWID.

FEBRUARY 4

WDEL, Wilmington, Del.—License increase power, new transmitter, DA.

WGRC, Louisville—Move studio and transmitter from New Albany, Ind. to Louisville.

WKBB, Dubuque, Ia.—Voluntary assignment of license to Dubuque Broadcasting Co.

WAPI, Birmingham—CP change frequency, hours, increase power; DA-N.

KWSC, Pullman, Wash.—Change 1250 kc. to 1030 kc., power 5 kw. to 1 kw. N, 5 kw. D, hours share KTW to unlimited, change antenna, ground system. Requests facilities of KOB

Tentative Calendar . . .

WLW, Cincinnati—Mod. of license 700 kc., 50 kw. N, 500 kw. D; unlimited; using W8XO transmitter (Feb. 8).

WTNJ, Trenton, N. J.; WCAP, Asbury Park, N. J.; WCAM, Camden, N. J.—Consolidated hearing in Trenton on renewal & mod. of licenses (Feb. 9).

WERC, Erie, Pa.—Mod. of license 1330 kc., 100 w. N, 250 w. D, unlimited (Feb. 9).

Tennyson on Loan To OWI From FCC

TO SET UP uniform acounting methods for the international shortwave broadcast stations leased by the Government last fall, Harry Tennyson, acting head broadcast accountant of the FCC, last week was loaned to the Overseas Branch of the Office of War Information for an indefinite period and shortly will leave for a tour of the stations.

Mr. Tennyson, with the FCC since its organization in 1934, was borrowed by Murry Brophy, chief of the Communications Facilities Bureau, with the approval of FCC Chairman James Lawrence Fly and chief accountant William J. Norfleet.

Mr. Tennyson's first assignment is in San Francisco, where he will audit the operations of KWID, the Wesley I. Dumm station, with Lincoln Dellar, former KSFO general manager, appointed last month as radio division chief of OWI's Pacific Coast section. He also will visit all other international stations on both coasts, according to Mr. Brophy, in setting up uniform accounting methods.

Mr. Tennyson, before joining the FCC, was with the ICC as an examiner. He has been acting head broadcast accountant since last April, when Capt. deQuincy V. Sutton joined the Signal Corps.

M. D. GROUP URGES PROGRAM STUDIES

EFFECTS of daytime serials in featuring problems which are essentially those of ordinary American home life are helpful rather than harmful to radio listeners, according to the report issued by a special committee of three well-known physicians appointed by NBC to study the morale qualities of network broadcasting. Headed by Dr. Morris Fishbein, editor of the *Journal of the American Medical Assn.*, the committee includes Dr. Henry R. Viets, Boston neurologist, and Dr. Winfred Overholser, professor of psychiatry at George Washington U School of Medicine, and is supervised by Dr. James Rowland Angell, NBC public service counselor.

"By the very nature of the daytime serial drama," the report states, "the pace is relatively slow, duplicating therefore much more nearly the pace of ordinary life than do the dramas of stage or motion picture or the single incidents of once-a-week drama. The daytime serial drama must be considered, therefore, as a whole and not related to the effects of a single incident.

"The place of radio in our culture and civilization is obviously well established and significant. The radio serial drama is the principal attraction of the daytime program schedule. They seem to fill a real demand for a public of considerable size and their shortcomings are heavily overweighed by their virtues. Obviously, they can be much improved by a more sensitive and intelligent appreciation on the part of the writers of the scripts of certain dangers inherent in the nature of these programs."

Wine Co. Expands

BISCEGLIA WINE Co., L. I. City, which entered the New York market for the first time in December with a contract for six quarter-hour music programs weekly on WHOM, Jersey City, in January added a total of 312 spot announcements on WOV, New York. Paradise Wines are featured in the New York advertising, handled by Pettinella Adv., while the Greystone brand is featured in Pennsylvania markets through J. M. Korn & Co., Philadelphia [BROADCASTING, May 18].

Higgins New Manager

GEORGE HIGGINS, for many years head of the sports department of WTCN, Minneapolis-St. Paul, and well known as a sports announcer, has been appointel manager of the station's St. Paul office. Mr. Higgins, in addition to his new duties, will continue his announcing of sports. He has been with WTCN for 11 years.

ELGIN NATIONAL WATCH Co., Eligin, Ill. has purchased *The Man Behind the Gun* on CBS dramatizing the accomplishments of war workers. Program is currently heard Wednesdays 10:30-11 p.m. Sponsorship will start in March. Date and time have not been decided. Agency is J. Walter Thompson Co., Chicago.

Network Accoun

All time Eastern Wartime unless indic

New Business

COUNCIL ON CANDY as Food in War Effort, Chicago, on Feb. 14, st for 13 weeks Ernest K. Lindley, com tator, on 40 NBC stations, Sun., 5-5 p.m. Agency: BBDO, N. Y.

ADAM HAT STORES, New York, Tues., Feb. 23 only, sponsors Jimmy Ri Aonton Christoforidis bout on 120 BL stations, 10:30 p.m. Agency: Glick Adv., N. Y.

GILLETTE SAFETY RAZOR Corp., B ton, on Feb. 19 only sponsors Ray R inson-Jackie Wilson boxing bout on M 10 p.m. Agency: Maxon Inc., N. Y.

HOOVER SWEEPER Co., Canton, O. (stitutional), on Feb. 2 only sponsors br cast of Army-Navy "E" award ceremo on 39 MBS stations, 3-3:30 p.m. Agen Leo Burnett Co., Chicago.

P. BALLANTINE & SONS, New (beer) on March 8 starts *Guy Lomba and His Royal Canadians* on 24 CBS st tions, Mon. 10:30-11 p.m. Agency: Walter Thompson Co., N. Y.

SCHENLEY IMPORT Corp., New Y (Dubonnet wine), on March 1 starts *Templeton Time* on 84 BLUE statio Mon., Wed. Fri., 10:30-10:35 p.m. Agen William Weintraub & Co., N. Y.

Renewal Accounts

GULF OIL Corp., Pittsburgh, on Feb. renews *We the People* on 80 CBS st tions, Sun., 7:30-8 p.m. Agency: Yo & Rubicam, N. Y.

NAVY AFM DETAILS HALT MILK SERIES

SEVERAL HITCHES whic marred the Jan. 26 opening of a 3 minute program of WFPG, Atla tic City, sponsored by the Supple Wills-Jones Milk Co., Philadelphia resulted in cancellation of th second broadcast, scheduled fo Feb. 2, only a few hours before a time.

Placed through N. W. Ayer Sons, Philadelphia, the program scheduled for 7:30 p.m., Tuesday was to feature Coast Guard talen and the Philadelphia Coast Guar Band. First program, which orig nated from studios of KYW, Phila delphia, and was fed to WFPG finally was approved as a sustain ing show by Navy Public Relation officers after the Philadelphia Loca of the AFM protested that th Coast Guard band was competing with civilian musicians.

On the opening program th sponsor received no mention. Navy officials said the Coast Guard band had not been properly cleared but because arrangements had gone for ward the initial program was per mitted as a sustainer. Rules for bid Navy, Coast Guard or Marine bands from participating as talent in sponsored broadcasts in compe tition with civilians.

Plans then went forward to use Coast Guard talent in a quiz por tion of the second program, with sponsor arranging for a civilian band, but Atlantic City Local AFM, protested on the ground that WFPG had been declared un fair. Consequently the second broadcast was cancelled at noon Feb. 2.

Supplee-Wills-Jones Co., which was entering radio for the first time in recent years, has announced no definite plans for the future.

MGM Adds WWJ

AFTER a successful experiment on WGN, Chicago, Metro-Goldwyn-Mayer Co., New York, has placed on WWJ, Detroit, a similar quarter-hour thrice-weekly program titled *The Lion's Roar*. With Herschel Hart, WWJ commentator, as m.c., program gives advance build-up to MGM pictures. MGM also sponsors a five-minute program of the same title on 55 BLUE stations Monday through Friday, in addition to thrice-weekly series on WGN. Agency is Donahue & Coe, New York.

RADIO GUEST BAN RELAXED BY FILMS

WITH an added proviso, Hollywood film studios have relaxed their policy of no radio guest appearances for film talent and are permitting contract players to appear on network sponsored shows. Provision specifies that all monies earned be turned over to the motion picture companies to be placed in escrow pending further clarification of $25,000 wage ceiling.

Principles of film talent working out allowable income within the motion picture industry first would thus be retained. Talent, however, was reported as balking at the set-up. In several instances, it was said, players had turned down radio bookings rather than let payment pass beyond their control pending official Congressional action.

Meanwhile, advertising agency executives find they are able to obtain sufficient name talent to meet the need, with radio stars booked to exchange guest appearances. In addition, they declare there are more than enough freelance name players for guest spots. Talent supply, it was said, is ample to offset radio's loss of film studio contract players.

Food Co. Adds Time

LOMA LINDA Food Co., Arlington, Cal., recently started sponsoring thrice-weekly participation in Norma Young's *Happy Homes* on KHJ, Los Angeles. Contract is for 13 weeks. Firm also is sponsoring weekly participation in Ann Holden's *Home Forum* on KGO, San Francisco, and in addition utilizes other California radio. Agency is Gerth-Pacific Adv., Los Angeles.

Welcome AMIGO!
We cordially invite you, Mr. American Advertiser, to try our network facilities and cover a promising market. 65 leading radio stations ready to serve you in Mexico.
RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM
MEXICO, D. F.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcer—Solid commercial man wanted. Seventy-five dollar weekly guarantee in AFRA shop. Please give full particulars in letter of reply, together with times you may presently be heard on the air. Box 291, BROADCASTING.

Announcer—Experienced—$42 start for regular 43 1/3 hours. Write fully, advising draft status, age, references, duties, and if quality transcription available. Howard Loeb, Manager, WFDF, Flint, Michigan.

WANTED—News writer for NBC-affiliated radio station in large Mid-West city. Give references, age, draft status and present salary. Box 282, BROADCASTING.

Wanted — An experienced announcer. WFBC, Greenville, S. C.

WANTED—Engineer. Any class. Experience unnecessary. Good salary. WJTN, Jamestown, New York.

Announcer—Wanted by 5000 watt CBS station in Midwest. Please state marital and draft status. Also send picture and disk. A steady job for a steady man. Write Box 289, BROADCASTING.

Experienced Salesman — New England Basic Network Station, leader in volume. Major market, city of 200,000. State draft status and salary requirements in first letter. Box 288, BROADCASTING.

WHO—DES MOINES, IOWA needs men experienced in radio, 28 years or older, married with at least two children, two or more years college education, preferably from Middle West. **SALES PROMOTION MANAGER**, write to Hale Bondurant. **TRAFFIC MANAGER**, write to Hale Bondurant. **ANNOUNCER**, write to Harold Fair. **NEWS RE-WRITE man**, Write to Jack Shelley.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Situations Wanted

Program Director — Announcer special events, news. Bill Dillner, 3728 Sheffield, Chicago.

TWO EXPERIENCED ANNOUNCERS — Now working—desire better positions. Prefer Mid-West. Commercial, play-by-play sports. Classifications, 4F. Box 277, BROADCASTING.

Versatile, experienced, all-around announcer—NBC trained, doubles at control board. Personable young lady has excellent voice diction and delivery. Well-educated, sparkling personality and ability to cooperate in variety of station work. Chicagoland only. Investigate. Box 276, BROADCASTING.

Situations Wanted (Continued)

Experienced Station Manager—Must move family to different climate, preferably West Coast. 14 years' experience all phases local and regional station operations. Presently employed responsible position. Interested in making permanent connection with aggressive organization that will pay for results. Will send full particulars of experience and background—A-1 business, character and financial references. Box 278, BROADCASTING.

Salesman—Four years' network experience. Excellent references, draft exempt. Box 287, BROADCASTING.

Young Executive—Desires enter broadcasting. Wharton graduate, 28 years old, fine appearance and background. Permanent draft deferment. Now responsibly employed in public contact work. Excellent references. Box 286, BROADCASTING.

Woman—With knowledge of traffic work, also can do announcing and continuity writing. Would like Middle West. Box 285, BROADCASTING.

Program-Production Director, Continuity-Copy Writer—Good at details. 3rd Radiotelephone. Married. 4F draft. Experienced. Anywhere immediately! Box 284, BROADCASTING.

ATTENTION NEW YORK AREA—Top flight newscaster, studio announcer with program production experience. Network background. Available two weeks notice. Box 283, BROADCASTING.

Experienced Operator—Available in about a month. Address all correspondence to J. M. Wall, 99 Main St., South River, New Jersey.

Versatile Man Desires Change—Experienced program-musical director, production man. All-around announcing experience, good news presentation. Excellent copy writer. Have unique early morning show idea. College graduate, with ability, initiative, ideas, reliability, appearance and personality. Draft exempt. Now on five kilo regional. Box 280, BROADCASTING.

Program Director—Production Manager. —Local and network affiliate experience, announcing, sales promotion. Married, 3-A. Box 279, BROADCASTING.

Wanted to Buy

RADIO STATION—Preferably in southern states. Whole or part interest. Give full particulars in first letter. Box 281, BROADCASTING.

Wanted—Presto Model Y Recorder—Wire price and condition collect to KFXJ, Grand Junction, Colorado.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

LICENSED OPERATOR WANTED

Call or Write WDRC,
Hartford, Conn. • Basic CBS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
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BROADCASTING FOR RESULTS!

Post-War Growth In Television Seen

Sarnoff Hails Opportunity for Period of Prosperity

TELEVISION is the most spectacular development in the field of communication to which we look forward in the post-war era, David Sarnoff, president of RCA, stated at a meeting of the Chamber of Commerce of the State of New York last Thursday.

Speaking on "Post-War Horizons," Mr. Sarnoff first dealt with recent scientific progress in particular in the field of radio and electronics. He then went on to point out that while science offers the post-war world " a promissory note" of a more abundant life, "payment is contingent upon social and economic forces over which science has no control.

"The achievements of science and industry," he said, "hold out for us the promise of a great post-war prosperity—but only if the individual enterprise of our citizens makes it a prosperity for all our people. Peace for only a segment of the globe and prosperity for only a section of our people will not be enough. Our constant efforts must be to make them universal.

Government's Chance

"Neither industry alone nor labor alone nor agriculture alone can provide prosperity or security for all. But Government, which represents all of us, can, in cooperation with industry, labor and agriculture, help to make the entire nation prosperous and secure."

Pleading for "an American charter for American business," Mr. Sarnoff urged that the Government should not usurp the function of business to "create industrial enterprises, or to finance them or to run them,'" but that "the government's function should be that of an umpire to see that each segment of society plays its part in accordance with the rules and fulfills its obligations to the community as a whole.

"Laws should be changed by legislation, not by bureaucratic fiat," he stated. "What is declared lawful at one time should not at another time be upset by the caprice of bureaucracy."

Speaking of television, Mr. Sarnoff said that "when the war started, television had barely taken its first steps as a public service. From engineering viewpoint, it was practical, and the public was eager for it. The necessities for war production made commercial progress out of the question. However, it is gratifying to those who labored many years to bring television out of the laboratory to know that the experience gained from television research is proving of vital importance in the war.

"When the curtain of war is lifted, television will be ready scientifically to go forward as a new service of public information and entertainment. We can expect to have intercity networks of stations as we have them in sound broadcasting. Eventually they will become nationwide. We look forward to television programs in theatres as well as in the home. Thanks to war research, these television pictures will be technically much better than they were before the war."

THIS IS A FACSIMILE of WEAF's latest program schedule, showing morning and afternoon availabilities. And is WEAF's face cerise! As conceived by WEAF, the plan involved a series of bi-weekly program schedules listing all programs carried by the NBC New York key. As executed by the printer, the second and third pages of the schedule, intended to show morning and afternoon availabilities, were blank on part of the press run. These blank schedules got into the mails and WEAF now has a collection of searing cracks from agency executives. Typical crack: "Glad to know that WEAF has all that time open. Think we can do business." Good sports, WEAF put out a press release.

KMBC's War Job

KMBC, Kansas City, has published a booklet describing its 1942 war broadcasting activities, and reporting that during 1942 it contributed a total of 161 hours, 12 minutes and 8,451 local announcements toward the Victory campaign, which did not include CBS war messages and programs also carried by KMBC. Ten outstanding programs were outlined, among them, *Present Arms*, a series of training camp broadcasts transcribed in Army camps of five states; *Feud For Victory*, one of three War Bond campaigns, netting more than $600,000; a salvage drive for scrap metal; and a farm war service.

McCray Granted Leave For Censorship Post

THOMAS C. McCRAY, assistant general manager of WTIC, Hartford, in charge of programs and news, has been granted a leave of absence to join the broadcasting division of the Office of Censorship, J. H. Ryan, assistant director in charge of radio, announced last week. Reporting Feb. 8 to the Washington office, he will take a brief instruction course, then will be stationed in New York where his duties will include censoring shortwave material for export.

Leonard J. Patricelli, assistant program manager of WTIC, will succeed Mr. McCray, according to Paul W. Morency, station general manager. Mr. McCray, who has been with the Travelers Insurance Co., owners of WTIC, since 1920, has been in charge of programs and news since 1926.

KEITH KIGGINS, BLUE vice-president in charge of stations, left Feb. 6 for a month's visit to West Coast stations.

Drawn for BROADCASTING by Sid Hix

"Gad, What Acting! I Can Almost Feel the Gun in My Back!"

Col. Russell Brun... Of Air Corps Missi...

LT. COL. RUSSELL R. BR... NER, former chief of engine... sales for Bendix Radio, last ... was reported missing by the ... Dept. while on active duty ... the Directorate of Communicati... Air Corps.

Col. Brunner, a professional ... dio operator since he was 16, ... on active duty as a captain ... May 1942, and was promoted ... lieutenant colonel less than ... month ago. A graduate of Pu... U, he had managed WBAA, ... campus station, for three y... and later had done research ... television at W9XG, the Pur... experimental station. In 1934 ... went with United Airlines co... munications labs., joining Be... when the firm was formed in 19...

Granik Honored

RADIO as one of the expres... of public opinion can be used ... a means of winning the peace ... after World War II, according ... Theodore Gran... founder and pre... erator of th... MBS *America... Forum of the Air*... and special a... visor to Dona... M. Nelson, chai... man of the WPB, ... in a commence... ment address de... livered at St. John's U, last Thurs... day afternoon. Mr. Granik was ... awarded the honorary degree ... doctor of laws.

Mr. Granik

Keller a Major

JOSEPH E. KELLER, former... secretary to FCC Commissioner ... Thad H. Brown and more recently ... engaged in radio practice with the ... Washington of... fice of Horace L. Lohnes, has been commissioned a major, assigned to the Army Transportation Corps, Highway Division, under Col. Frederick C. Horner. Maj. Keller has been serving for some time as assistant to the director of petroleum and other liquid transportation at the Office of Defense Transportation, and will retain an office at ODT.

Maj. Keller

Authors File Suit

JAMES F. WATERS and Alfred Shebel, authors and producers of *Court of Missing Heirs*, filed suit last Tuesday in New York Federal Court against Herbert and Dorothy Fields, Michael Todd, 20th Century Fox Film Corp., and prominent actors in the Broadway show "Something for the Boys", claiming infringement of copyright and appropriation of property rights to the idea and material belonging to the plaintiffs. The program was on CBS under sponsorship of Ironized Yeast until September of last year.

Chin Lee Wing, kind and gentle patriarch, waits patiently for better days in war-torn Kiang Province where the Kan Kiang and Fu Ho Rivers meet.

In southernmost Bolivia, Carlos Perez, lowly peon, quietly prays for peace.

Jan Germanic, Czech guerilla leader, dreams of a friendly world in his mountain hideaway under the stars.

Ray Smith, aircraft welder of Wichita, hoists a glass to a gallant Russian pilot near Rostov.

World neighbors!

The world grows smaller. Distance and time have changed values. The old concept of "neighbor" moves past the house next door, past towns, past states, past countries to envelop the world.

Many forces contribute to this new concept of "neighbor". Radio, conqueror of time and space, high among them.